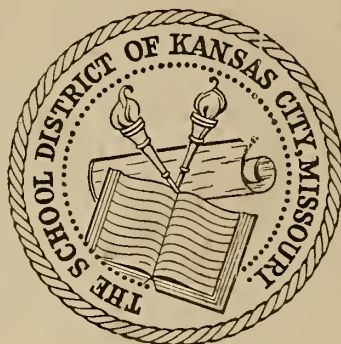


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A photograph of a rectangular, light brown, textured object, possibly a piece of wood or cardboard, with numerous small, dark, circular holes or indentations scattered across its surface. The holes are concentrated in the upper half and are arranged in a somewhat regular, grid-like pattern. The lower half of the object is mostly blank, with a few scattered holes. The object is set against a dark, textured background.

Camp

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Merchants Record and Show Window

January
1919



J. C. BODINE

The House Exceptional For Fixtures and Forms of Merit



No. 832 AE-WM.

BRANCH OFFICES:
DETROIT, MICH.
PITTSBURGH, PA.

FACTORY:
ROCHESTER, N. Y.

Originators
Designers and
Manufacturers
of
Metal and Wood Display
Fixtures
Wax Figures and Forms
Specializing in
Ornamented Period and Hand
Carved Wood Fixtures.

THE BARLOW-KIMNET CO.

Office and Salesroom

724 Broadway, N. Y.

Write for Latest Folder No. 12M.



No. 832 AE-CP.

BRANCH OFFICES:
BOSTON, MASS.
BUFFALO, N. Y.

FACTORY:
HOLYOKE, MASS.

Compo-Board

Study carefully the details of the design on the cover of this month's issue of *Merchants Record and Show Window*. Here is a background that is comparatively simple to execute provided you have a supply of Compo-Board, to the surface of which you can glue a very good paper imitation of walnut or other wood.

Compo-Board is built with kiln-dried wood slats as a foundation. It comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample of Compo-Board and copy of this book, it's free.



No other material quite as good for
making cut-outs as Compo-Board

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

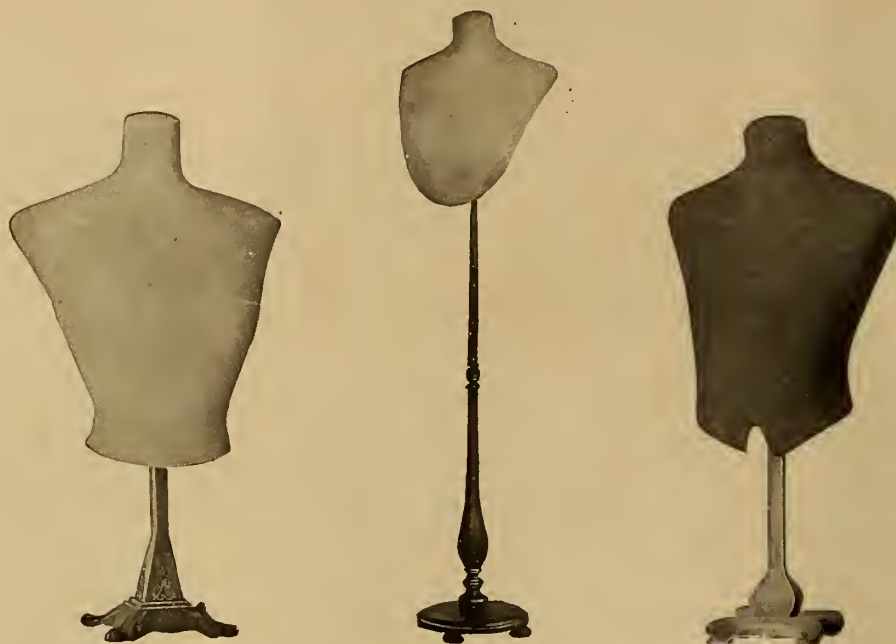
Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLIV

NUMBER 1

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Make Buyers Out of Passersby

Hugh Lyons period display fixtures are the outgrowth of the demands of merchants who realize the immense trade-winning powers of attractive window displays.

Our period fixtures, including our Queen Ann, Adam, Chippendale and William and Mary designs, are completely described in supplementary catalogs which will be sent you upon request.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.



The War-Time Efficiency Lesson

PARTICULARLY have merchants of your community learned the value of conservation—conservation of man power and other conditions which were forced upon them during the war.

The merchant whose business is not organized along these lines now, cannot hope to compete with such efficiency, and his business will suffer as a direct result of two conditions. He will not be able to match values with those merchants who are operating upon a lower percentage basis, and his business will not yield the returns necessary to the progress and growth of that business.

New Way methods offer the solution to this problem, and thousands of progressive merchants are coming to this principle with such rapidity that our special store architects and designers are working only by appointments made well in advance.

GRAND RAPIDS SHOW CASE COMPANY

Main Office and Factory: Grand Rapids, Michigan

Branch Factory: Lutke Manufacturing Co., Portland, Oregon

BRANCH OFFICES AND SALESROOMS:

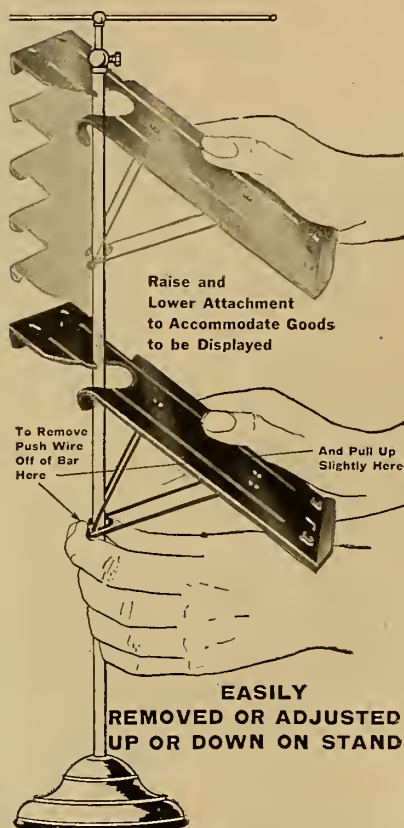
New York, 1465 Broadway at 42nd Street

Chicago, 316-318 W. Jackson Boulevard

Boston, 305 Harvey Building

Dallas, 711 Southwestern Insurance Building

Licensed Canadian Manufacturers, JONE S BROS. & CO., Ltd., Toronto, Ontario



The LEON ATTACHMENT and Your Metal Stands Make These Up-to-date Units and 1000 Other Displays

The expenditure of a few dollars for a number of Leon attachments will make your old metal fixtures strictly up-to-date and save you hundreds of dollars that you would otherwise spend for new fixtures. Even the new fixtures do not permit the versatile arrangement of merchandise possible with the Leon Attachment.

Use the Leon Attachments on your new fixtures, too, and make them doubly efficient.

Put new pep in your merchandise displays for 1919 by using the Leon Attachments. They make your displays more attractive and entirely different.

Thousands are now in use by stores of all sizes—the best display men everywhere recommend them.

They fit automatically at any place on the standard, on top or on the cross bar. No screws or springs to bother with. On and off in a jiffy. Made of indestructible metal. Folds up flat in small space when not in use.

Send in a sample order today. Price per doz., \$10.

Booklet showing how to use the attachment sent with order.

If you desire further information, write us.

Morris Leon Manufacturing Co.

220 W. Superior St.

CHICAGO

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.

Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.



THE BOYS
— are —
Coming Home

**DECORATE
YOUR WINDOWS
IN HONOR OF THE EVENT**

We offer a complete line of decorations for this particular trim

Send for Circulars

**DOTY & SCRIMGEOUR
SALES CO., INC.**

74 Duane St.
New York

BEAVER BOARD

FOR BETTER WALLS & CEILINGS



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.



Rejuvenate the Store for the Sake of the Business

Reconstruction is good business and this is the logical time to do it. Put the store in ship-shape for the increased trade that's coming.

An attractive window attracts the trade—a bright store holds it. Beaver Board goes a long way toward providing those qualities and a longer way toward maintaining them.

Because it is a lumber product, built up into large flawless panels from the pure fibre of the white spruce it will last as long as the building.

Many ways of using such a product in business will at once suggest themselves. Window backgrounds will come first, of course, but on large ceilings Beaver Board probably gives its

best service. For partitions it is ideal and there are many other uses both for display and for the more practical purposes.

Beaver Board is usually easy to get. Your local lumberman or building material dealer will deliver it the same day you telephone him.

Beaver Board in Business is the title of a book we'll be glad to send upon request.

THE BEAVER BOARD COMPANIES
41 Beaver Road Buffalo, N. Y.

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, Ottawa, Can., and London, Eng.

Manufacturers also of *Beaver Greenboard* and *Beaver Blackboard*.

Distributors in principal cities. Dealers everywhere.

I saw it in the January "Merchants Record"—Page 5

This Display Will Put a Crowd in Front of Your Window



SIZE 12"

The advertising value of display features is judged by the attention they attract, their purpose being to make people stop and look at the merchandise displayed. To draw the passerby, they must be original and appeal to the popular fancy.

We have just completed an excellent statuette of General Pershing in a characteristic pose, correct in every detail, which, together with the two medallions shown above, will draw a crowd in front of your window.

Medallions are provided with metal loop for hanging.



HEIGHT 36"



SIZE 12"

The statuette and medallions are cast in hard gypsum composition, finely finished in statuary bronze, which is guaranteed not to tarnish, and are strictly

Voigt Values

Price of Medallions—\$3.00 Pair (Postpaid)

Price of Statuette—\$15.00 Each (Boxed, F.O.B. Phila.)

Voigt Company

1743-47 N. 12th St., Philadelphia, Pa.

All our products are originated and copyrighted by us.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.

THIS NEW WAIST FORM WILL SELL WAISTS FOR YOU



No. 134EJ/1

It is a 16-year size, the very latest shape—made of best materials, enamel bust, jersey cover, metal or fancy wood base and standard in any finish or design.

PRICE \$6.00 EACH

Let us know your needs in Forms, Wax Figures and Fixtures.

SEND FOR
OUR
CATALOG

J. B. WILLIAMS

Salesrooms:
1131 Broadway

NEW YORK

Office and Factory:
31 West Fourth Street



Parione



Louis VI Waist Form



Children's Figures



Adams' Period Form



Skirt Form



For Furs and Laces

Announcement for the New Year

The French Wax Figure Co. announces a new line of marvelous creations in real French Figures designed especially for the showing of fine gowns, dresses and lingerie. Designed by the world's most expert worker in wax and manufactured by the largest and oldest exclusive producer of wax figures in America. The figure pictured above is one of ten new creations, all of which are shown in our new portfolio K.

Our regular catalogue shows our complete line of wax figures, Parione figures, indestructible headless figures, and the most beautiful and complete line of children's waterproof enameled wax figures, ranging in age from 1 year to 14.

Write for Catalogue and Portfolio of Wax Figures and Parione Papier Mache Forms

FRENCH WAX FIGURE COMPANY

Medinah Building, Chicago, Illinois

MILWAUKEE, 70 W. Water St.

KANSAS CITY, 15 W. Ninth St.

LOS ANGELES, 202 E. 4th St.

EARLY SPRING DECORATIONS

Send your orders in now. We can make prompt deliveries on any of these numbers.



No. 3466. Azelea Spray, with pink silk flowers and buds. A very showy decoration. Size of spray is 24x40 inches.
Price, per dozen.....\$10.00
Can also furnish the above in yellow jonquils at \$8.50 per dozen.

Special numbers for large interior decorations to be used on natural branches.

Large Apple Blossoms, without centers, \$3.15 per M.

Regular size Apple Blossoms, with centers, \$3.85 per M.

Apple Blossom Foliage, waxed finish, \$3.00 per M.

No. 3022. Our beautiful Japanese Wistaria always makes a very effective and showy decoration. They come in purple and lavender or light and dark pink.

Price, per gross.....\$4.50

No. 3027. Japanese Wistaria Vine, with twelve leaves and three flowers. Size of vine 8x36 inches.

Price per dozen.....\$ 1.95

Per gross 21.50



No. 3418. Natural Prepared Beech Sprays. These branches are the best quality on the market and make a very showy interior decoration. Size of sprays from 48 to 60 inches in height. Apple blossoms, dogwood blossoms or wistaria blossoms can be used on these sprays. You cannot find anything better for a good filler.
Price, per hundred sprays.....\$15.00

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies
DANVILLE, ILLINOIS

Write for our spring folder today, which will be off the press January 25th.



USE PERFECT SHAPE



MANUFACTURERS

"Highest Grade Only"

Display Fixtures
Display Forms
Wax Figures

SALESROOMS
1140 to 1146 Broadway

(at 27th St.)



USE HUMAN-LIKE



They will not crack, peel or break and are washable.

Established Since 1888
under the same personnel and management and still growing
(Write for Catalogs or call)



They much enhance the values of your displays.

THE BEST THAT'S IN YOU



This is our message to every Merchant and Every Display-Man. Read it! Let it sink in!

Your coming Spring Displays constitute an occasion to show the very best there is in you!

We are entering a new merchandising era—an era of Peace and unexampled Prosperity. The spring months that are just ahead will be the greatest buying season this country has ever known. The people have the money and the inclination to spend—it will be spent more freely than money has ever been spent before. This will be your harvest—make the most of it!

To the Merchant—

This big selling time is at hand and you will profit by it according to the attractiveness with which your goods are displayed.

It is not necessary to be extravagant, but you should spend enough for decorations to show your merchandise in an appropriate setting.

This is an opportunity such as comes but once in a lifetime. Don't stint your displays.

To the Display-Man—

Your spring displays will probably prove the most important you have ever installed so far as their selling results are concerned.

Plan them with all the care of which they are worthy. Start your plans at once and get them completed so that you may be sure of getting the decorations you are counting upon.

Make these displays worthy of the occasion they represent. Make them show the best that's in you. Let our decorations help you.

We Are Ready to Help You

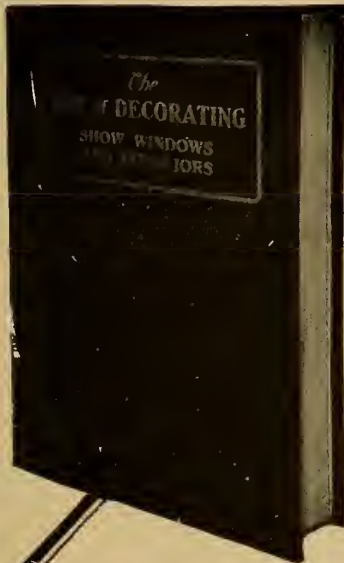
Our line of Spring Decorations is magnificently complete. For months we have been bending every effort to make adequate preparation for this occasion of paramount importance. The result is a gorgeous collection of designs that will delight the Display-Man who appreciates richness of design combined with originality.

Send now for our latest catalog and special circulars.

THE BOTANICAL DECORATING COMPANY

Manufacturers and Importers of Artificial Flowers and Decorations
208 West Adams St.

Patriotic Decorations a Specialty
Chicago



The ART of DECORATING Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7½ x 10½)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experienced trimmer as well as the beginner.

Price \$3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.

The **WELCH-Wilmarth** LINES of Grand Rapids

WELCH-WILMARTH Method in Merchandising Store Equipment is not an expense—it's an economy. Here's unimpeachable proof of it:

I. Friedlich, President
Allan Friedlich, Vice-Pres.

Arthur J. Feder, General Mgr.
Warren P. Brown, Sec'y. Treas.

"Largest Because Best"

THE UTICA

I. & A. Friedlich Co.

Clothing, Hats, Furnishings for Men and Boys
Sixth and Walnut Streets Des Moines, Iowa

The Welch-Wilmarth Lines.
Grand Rapids, Mich.

Dec. 28th, 1918.

Gentlemen:—

The holiday season just ended has been the largest in volume in the history of this store, and has exemplified clearly to us the very great asset we have in our new store fixtures which your firm installed for us some eight months ago.

We have always felt that the volume of business our store handles during the twenty-one days just preceding Christmas, is the real test, not only of our organization, but of our store arrangement and our store fixtures as well, and although our 1917 Christmas business was the previous high mark, yet our 1918 Christmas business, particularly in Men's Furnishings, showed a very material increase in the volume of sales, and was handled with fifteen percent less clerks.

In my duties as merchandise manager for the store, I have found a very great advantage in being able to easily observe any unnecessary accumulation of merchandise, which is difficult to detect in the old way of handling stock in boxes and drawers.

Another point brought to our attention by our customers is the convenience of being able to practically select their own merchandise, as they can see a major portion of the stock through the glass in the doors and the drawers; this, by the way, aided us in having our customers make quicker selections.

May I take this opportunity of personally thanking you for your very earnest and able efforts in helping us with the planning of our store during the reconstruction; and now when we are so well pleased with the results, it did not seem fair to you for us not to at least acknowledge our appreciation.

Very truly yours, A. J. FEDER, Manager.

Welch-Wilmarth representatives will be glad to give YOU concrete demonstrations of how Method in Merchandising will lower YOUR overhead—increase YOUR sales. Just a card—or line—no obligation.

Welch-Wilmarth Companies

Grand Rapids, Mich.

Showrooms—New York, Chicago, St. Louis, Pittsburgh.

MERCHANTS RECORD *and* SHOW WINDOW

VOLUME XLIV
NUMBER 1

JANUARY, 1919

Single Copies
Thirty-five Cents

Determining Factors in Successful Stores

Quality of merchandise sold and the service rendered determine the degree of success—Essential that there be a definite policy in regard to service—Necessary adjunct to good service is good equipment—Advisability of standardizing store equipment—



THE one big lesson taught by the history of merchandising of the past few decades is that both the merchandise sold and the service rendered determine the degree of success which a store will have. A store may sell merchandise of the best quality at comparatively reasonable prices and still fall behind its competitors unless the service rendered is up to modern standards.

In planning for the future it is essential that a store adopt a definite policy in regard to its service. There is no doubt that good store service costs money, but this is an investment just as much as is the money paid out for merchandise to be sold over the counter. If the money is well invested, it will bring adequate returns. A great many merchants take a wrong view in regard to the money invested in service. They feel that they are spending for something that brings no concrete return and that their expenditures in this direction are very much like the money given for charitable institutions.

The American public wants service. It is willing to pay for it and it shows this willingness by dealing with the store that renders good service even though the prices may be higher than those of the store which renders inferior service.

This fact should be given due consideration in formulating a policy for the future. Adequate service should be arranged for and the prices of the merchandise sold should cover the cost of rendering that service.

One necessary adjunct to good store service is good equipment. It is a repetition of the old story of the

workman and his tools. In other words, the personnel of the store cannot render good service unless they are given the means by which to carry out their work.

Many merchants have been temporizing with this matter for a long time—even before there were any restrictions placed on them by the war. They have installed new articles of equipment only when they were forced to do so. When they have bought, it has been a question of how the problem could be met with the least possible expenditure.

The wise purchaser of equipment has found out that it pays to buy the best tools to be obtained in the market. Not only do such tools render the service but they also wear longer.

Another important point frequently overlooked is the advisability of standardizing the store's equipment. Having once determined on the type and form of construction for a particular purpose it is best to adhere to that type and form whenever possible, making only such changes in detail as is necessary to meet the needs. By following this practice, changes in location of departments, the expansion of one department and the contraction of another can be made more readily. The sales people feel more at ease when shifted from one department to another and can work to better advantage. When repairs are necessary they can be made more readily and more economically when the equipment is standardized than when a variety of styles must be handled.

Some merchants have formed a habit of "picking up" pieces of secondhand equipment from time to time and from whatever sources may present themselves.



DISPLAY BY MALCOLM J. B. TENNENT FOR MEIER-FRANK, PORTLAND, OREGON.

While the initial outlay under these conditions is sometimes smaller than when new equipment is purchased, in the long run, the variety of styles thus obtained is bound to be a disadvantage. By purchasing from an original manufacturer, with a reputation for reliability, the store is assured protection from inferior quality and is in a position to obtain duplicate pieces of the same quality when they are needed.

Inspection and maintenance of the equipment are essential to good store service. It is surprising how quickly small faults soon change to serious evils if they are allowed to be neglected. The head of every department should be provided with blank forms on which to report defects in the equipment when they

are discovered. The salespeople should be taught to report to the head of the department such things as drawers that fail to work easily, doors that do not open readily or those that will not stay closed, missing handles and other such mechanical faults easily remedied but very bothersome when not given proper attention. When these defects are discovered the store's carpenter or whoever is entrusted with the work should make the repairs as soon as possible. Equipment out of repair not only interferes with good workmanship but it also has a bad psychological effect on the salespeople. It is evidence of carelessness on the part of the store's management and it breeds carelessness on the part of the working forces.



INTERIOR VIEW OF TEPPER BROS. STORE, ELMIRA, N. Y. DECORATED BY J. P. NORTHROP.

Outfitting the Modern Store

Newman's \$150,000 Dry Goods Store building one of the most thoroughly equipped merchandising institutions in the Southwest—Every department equipped with revolving cabinets and dust-proof display cases.



ONE of the most modern merchandising institutions in the southwest is the new Newman Dry Goods store, located at Arkansas City, Kansas. In fact, this new store with its thoroughly equipped departments ranks with the best dry goods stores of the country. It is reasonably safe to assume that few if any towns of 10,000 population can boast of a \$150,000 department store.

The new building was erected during the latter part of 1917, and is extremely striking in design. It is 100x132 feet and contains a total floor space of more than 80,000 square feet. A spacious and particularly attractively laid out arcade front allows

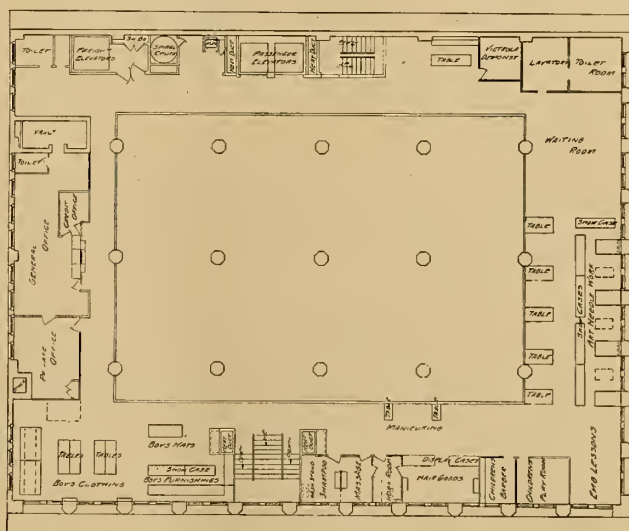


NEW \$150,000 BUILDING OF NEWMAN DRY GOODS COMPANY.

the store two hundred feet of window space on the front side of the store and one hundred and forty feet on the side street, or a total of three hundred and forty feet of window display space.

The first Newman store in Arkansas City was

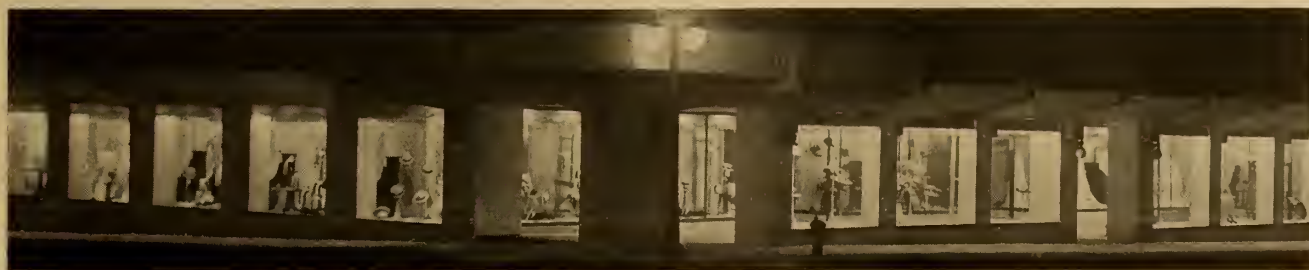
opened and conducted by A. A. Newman in 1871. Since that time Newman's has grown rapidly, six times moving into larger quarters, until now the Newman Dry Goods Company is housed in this beautiful five story building. With the erection of



PLAN OF MEZZANINE, NEWMAN'S DRY GOODS STORE.

this impressive institution and its opening to the public the elder Mr. Newman who had conducted the business since 1871 and who guided its destinies through auspicious and stormy times stepped out of the active duties of directing in favor of his son, E. G. Newman.

The basement of the new building has a floor space of 16,128 square feet and here may be found house furnishings, hardware, leather goods, toys, novelties and cut glass. Here, also, is located the



STORE FRONT OF NEWMAN'S DRY GOODS COMPANY—340 FEET OF DISPLAY SPACE.

bargain section, an extremely important adjunct to the modern department store. A lunch room which can comfortably accommodate more than one hundred persons, is another feature of the basement. The parcel and package room is maintained here, a spiral chute running from all the floors above. On the completion of a sale merchandise is placed in the chute and brought to the parcel room where packages are wrapped and consigned to their proper bins in the delivery room.

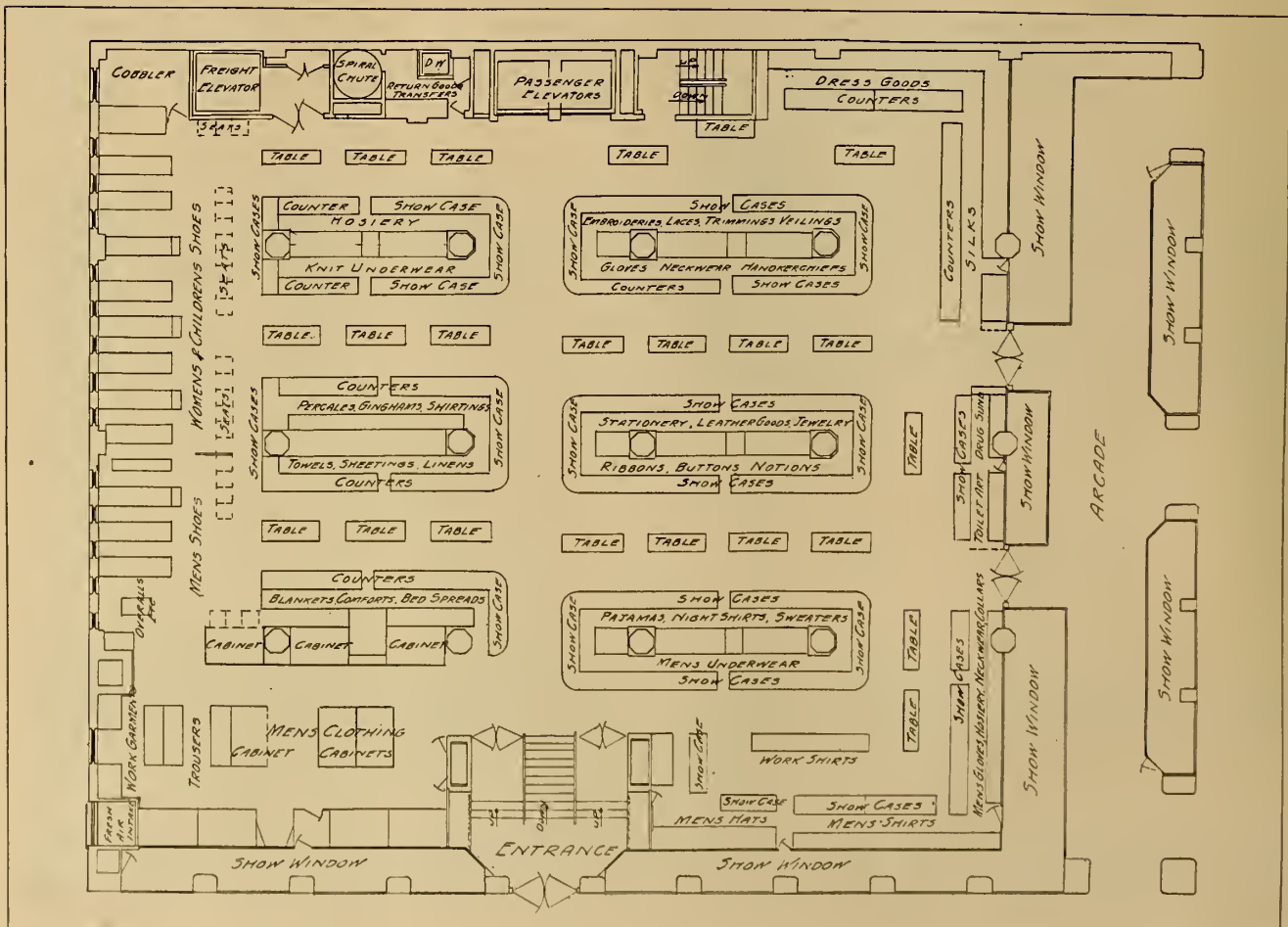
On entering the first floor through the north entrance, one is immediately impressed with the general arrangement of counters, cases and tables, and the large, spacious aisles gives the feeling of comfort so much desired in shopping. To the left on entering is the men's clothing department with goods attractively displayed in glass, dustproof cabinets. A special section of this department is devoted exclusively to trousers. Another section is given over to work garments. Practically the entire left side of this floor is devoted to shoes—men's, women's and children's.

To the right of the north entrance are men's shirts and hats. Here also is a special section for working shirts. Adjoining is the department containing men's gloves, hosiery and neckwear.

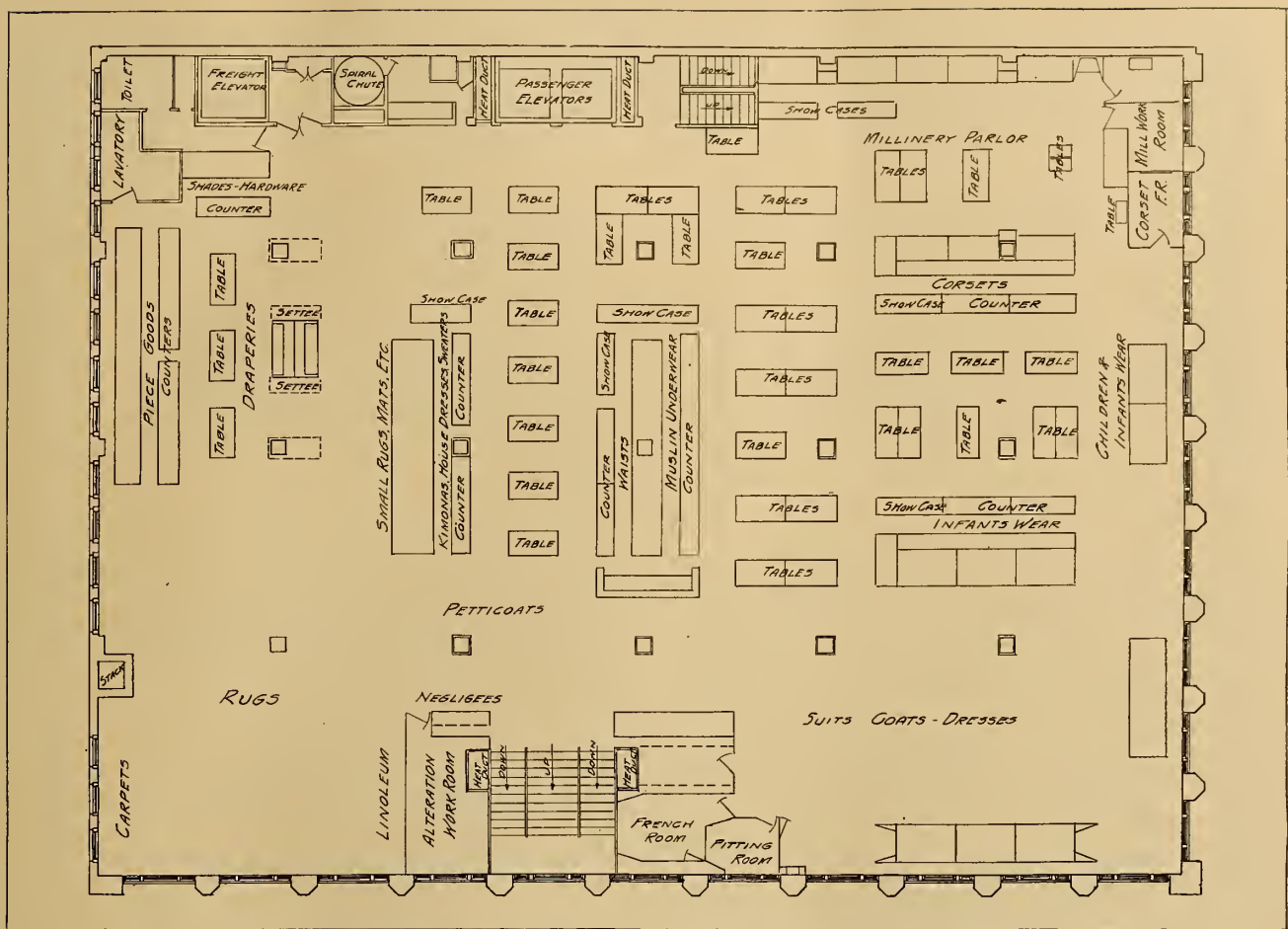
Six large sections are located in the central part of this floor, all having cabinets and display cases. The merchandise handled at these various counters are: blankets, comforts, bed spreads, percales, ginghams, shirtings, towels, sheetings, linens, knit underwear, hosiery, embroideries, laces, veilings, trimmings, gloves, neckwear, handkerchiefs, stationery, leather goods, jewelry, ribbons, buttons, notions, pajamas, night shirts, sweaters and men's underwear. Dress goods and silks each have a distinct section.

To the right as one enters from the great arcade entrance is the department devoted to drugs, toilet articles and sundries. On this floor in the rear is located the returned goods and transfer room. A thoroughly equipped cobbler shop is also maintained. The passenger elevators are at the rear center while the freight elevators are located at the northeast corner of the building. In each department is an electric cash register. An electrically operated credit system is used.

Particularly beautiful and interesting is the mezzanine or second floor. A particular feature is the boys' clothing and furnishing department. Boys' furnishings are kept separate from the men's clothing section which is maintained on the first floor.



PLAN OF STORE FIXTURES, FIRST FLOOR, NEWMAN'S DRY GOODS COMPANY.



PLAN OF STORE FIXTURES, THIRD FLOOR, NEWMAN'S DRY GOODS COMPANY.

This department is thoroughly equipped with the most modern fixtures including glass revolving cabinets and dustproof display cases. The offices are located on the mezzanine and there are departments devoted to hair goods, art and needle work, and victrolas. Here also are play rooms for the children, department for girls and women who may desire to take embroidery lessons, waiting room and shampoo and massage parlors.

The third floor, equipped with the latest in cabinets, show cases and tables is given over to things of particular interest to the ladies. A spacious section is set aside for suits, cloaks and dresses. This section is entirely enclosed with mirrors. Adjoining this department is the sections devoted to petticoats and negligees. A spacious alteration room is provided. To the left of the negligee section are rugs, linoleums and carpets. This is another large section and rugs and carpets are attractively displayed. In conjunction with this department is one smaller in size where small rugs, mats, et cetera are maintained. Directly in front of this section is the

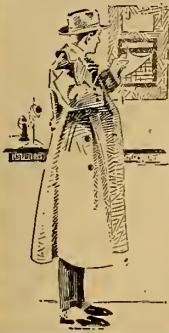
drapery exhibit, draperies being shown on tables and many hanging. To the rear of the drapery section is the piece goods counter, and adjoining the latter is the counter devoted to shades, drapery fixtures, etc. To the rear of this counter and at the corner are the freight elevators and lavatory.

In the center of the third floor, directly in front of the passenger elevators are two large, oblong shaped counters, with tables dividing, where kimonos, house dresses, sweaters, waists and muslin underwear are sold. The millinery department is located to the left of the elevators and is adjoined by the corset department. Directly off these departments are the millinery work rooms and the corset fitting room. The children's and infants' wear department comes next and the merchandise is beautifully shown on tables and in display cases.

At the present time the fourth and fifth floors are being utilized as stock and sample rooms. The advertising and delivery managers have their offices on the fourth floor.



THE HOME OF THE OVERCOAT



The men of Scranton who are exacting in their overcoat requirements—who insist not only upon a maximum of style and warmth, but upon workmanship and wearing qualities as well—have long ago learned that this store offers the most dependable solution for their overcoat problem.

The critical and discriminating care that our buyers use in making their overcoat selections are what "show up" the value of the garment in the long run. That is why our overcoat sales have increased season after season to the point where we are now able to truthfully call this store "The Home of the Overcoat."

STEIN-BLOCH
Suits and Overcoats \$20 to \$90

Just drop in for a few minutes, you men who are thinking of getting a new overcoat—drop in and let us introduce you to these overcoats and they'll prove their own case. They'll show you why your friends are raving about them and you'll see for yourself where they are different than the kinds shown at other stores.

"Get Out of the Ruts"—
JOIN THE MULLER CLUB
For Good Looks—It's Your

PIERCE & SCOTT
425-427-429
Spruce Street

store ads. Of this development more will be written in a later issue.

As important as the subject of advertising is the advertising man, the man who writes and places the copy, and in stating the requirements of this party many of the requisites to good advertising copy is revealed. Usually an advertising man demands a big salary, and if a capable man deserves it, as the position is one of the most important in a selling organization.

An advertising man should be practical. He should be full of his subject and understand it from every possible angle, and he must further understand the selling phase of the business in which he is interested. He must be able to create attention, interest, desire, demand. In other words, he must be able to create the market. He should be natural and in his newspaper copy should say things as he would say them should he be behind the counter when the customer comes to the store. He should see to it that his advertising represents the business establishment. One must always remember that there is a wide difference between the individuality of the establishment and the personality of the merchant.

NO PROFITEERING HERE

HATS, CAPS,
CUFF LINKS,
HANDKERCHIEFS
BATH ROBES,
GLOVES.

COSTS of woollens and tailoring are higher—that there is no escaping... But in the making of Kirschbaum Clothes great economies are effected by modern, efficient methods and those benefits we pass along, complete and untouched, to you... Our prices represent full value in materials and workmanship—no gouging, no profiteering anywhere along the line.

Kirschbaum Clothes
\$25-\$75-\$100 UP TO \$50



SOL WAXELBAUM

Clothier, Hatter, Furnisher
921 STATE STREET

STORE OPEN
MONDAY, FRIDAY
AND SATURDAY
EVENINGS.



Copyright, 1914, A. B. Kirschbaum Company

Allow me a few words here in response to several queries received during the past month relative to the use of illustrations in newspaper copy. Personally I am strongly in favor of the use of illustrations. I believe the "pulling power" of a good cut is great. Wherever an illustration is used, the connection between that illustration and the copy should be close, yet natural, and there should be

Frederick Loeser & Co., Inc.

BUSINESS HOURS: 9 TO 6 DAILY

High Class Gowns for Occasions

Former Prices \$45 to \$98

Now at \$29 \$45 \$65

GOWNS TO WEAR when the season opens, with its occasions of gayety to mark the reaction from months of sober dress, to show at receptions, the theatre, at formal dinners, even to wear at weddings.

At original prices these were copies of costly models, reproducing all the best that Paris and the world of designers had to offer. Now, at their new prices, they are extreme values, the best offered in Greater New York this season.

They are made of the finest satins, of rich crepe meteor, Georgette crepes, chiffon velvets, silk tricotettes and other rich fabrics in both dark and light shades. Some combine Georgette crepe with another silk or velvet. Many are richly trimmed with bead and silk embroidery, others show a judicious use of silk fringes, some are embroidered in rat-tail embroidery and some are trimmed with braid.

A number of very smart tailored serge frocks included deserve particular attention by those in search of the more practical dresses.

Winter Coats, Values from \$55 to \$95

\$35 \$45 \$59.50

Very smart models, full length and full sweep, lined with handsome silks and warmly interlined. Sizes for women and misses.

Many have fur collars of such good furs as French seal, seal, nutria, natural nutria, Hudson seal, natural roccoco, etc. Some have a plush or of self material.

The fabrics include some velours, silver-tone, angora velours, poodle Bolivia, broadcloth, frost-glow Bolivia, dovelone, duvet de laine, lampoon, etc. In many instances only one or two of a kind.

Second Floor, Fulton Street, Fifth Floor, Cottum Room.

\$23 Fibre Arm Rockers

Special for Christmas

---At \$13.75---

APIECE OF FURNITURE unusually suitable for a gift, finding its place in boudoir, living room or porch, blending easily with artistic surroundings, furnishing a spot of comfort (and beauty) wherever placed.

It is of woven fibre, stained a rich, brown color, with broad restful arms and loose cushion seat and back upholstered in very handsome cretonne—altogether such a piece of Furniture as such a sum as \$13.75 cannot ordinarily purchase.

Other Rockers, \$8.25 to \$22, Reg. \$13 to \$35

In treated brown, brown extra-finish and ivory enamel. Designs of exceptional grace, but only a few of each, so that early coming is most desirable, as it is in the case of the rocker at \$13.75.

Fourth Floor.



Overflow Gift Tables On the Second Floor

SOME YEARS AGO we inaugurated this special Christmas service, and it has always proved a help to gift buyers.

Various tables, centrally located on the Second Floor, are loaded down with good gift things at moderate prices, and for practically every member of the family.

Among the store departments represented are:

Silverware
Cut Glass
Ribbons
Calendars
Books
Christmas Decorations
Stationery
Leather Goods
Gift Dressings

Second Floor.

no straining to connect the text with the cut or the cut with the text. Illustrations, when used in connection with retail store advertising should be directly suggestive of the commodity advertised.

The illustrations shown herewith are all good examples of trade pulling copy. The Pierce & Scott advertisement is for "the man only." The text and arrangement is good, and fine judgment is used in the distribution of white space. The argument is strong and appealing. The illustration is appropriate, while the border enhances to a degree.

The Sol Waxelbaum ad is attractive and no doubt appealed strongly to the men. Arrangement and text excellent with fine illustration and proper allotment of white space. However, straight lines for border are preferable in most cases.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WHY does a dead fish weigh more than a live one? Centuries ago men of science wrangled over the question. They could not decide it. One day, a fellow unlearned in physics and science (we would probably call him a "boob" today) took a live fish and killed it and proved conclusively that the dead fish did not weigh the most. Thereupon the scientific men turned on the "boob" and he "got his."

Irrespective of the opinions of men of science, I stand with the fellow who killed the fish. It pays to experiment unless experiments are costly.

Last month more people wrote the editor of MERCHANTS RECORD AND SHOW WINDOW about inks for pens. Here's where you can "kill your fish." Here's a formula (given many times before) for a pen ink that can be used for music pen, Payzant pen, text pens and speed ball pens, and it will make a better ink than any I have ever used—genuine India alone excepted.

Get a two-ounce bottle of Higgin's Eternal ink. To about two tablespoons of the Eternal add one teaspoonful of David's Black Letterine and stir. On the label of "Eternal" it cautions you not to mix with other inks—pay no heed to that.

Smart Hockwear

*Handsome
patterns priced
specially at*

75¢

1

Advanced Showing of New Spring Millinery

Second floor

2

Newest effects
in
Spring Hosiery
a choice selection
is offered at
75¢

3

Value
Style and Quality
are all offered in
these new
Spring Suits
and Coats

4

Pay heed to this though: *Mix only a little at a time as it will have a tendency to mould* in three or four days. A drop or two of oil of cloves might correct this. Avoid use of alcohol in colors to be used on pen. India and Eternal ink are carbon inks. That is, they are composed of a liquid of such nature that it will hold minute particles of carbon in suspension. They are fluid inks and flow readily.

Letterine is simply an aniline ink thickened with a gum—most likely dextrine. A gummy ink cannot be expected to flow well unless diluted. By mixing these two inks you can get a refined yet black ink with enough gloss not to be offensive.

In using opaque showcard colors, remember, too, that they should be thinned down to work on text or music pen.

David's purple Letterine is a valuable color for Easter cards—a season calling for green, purple and gold, although gold comes in handy every day in the week. Gold lining bronze is not very brilliant but it will make a good lettering bronze, and when so used it will be found that a mucilage made out of gum dextrine will make a better gold ink than an Arabic or glue mucilage.

Dextrine is inexpensive. A quarter of a pound cooked in a pint of water in a double boiler, to prevent burning, will come in handy. A few drops of oil of cloves will prevent moulding or the gum may

be cooked in vinegar instead of water and it won't mould.

In mixing bronze for showcard work just take some of the gum water (not too much) and mix in a heavy restaurant tye of tumbler, using index finger for rubbing it up.

Take card Number One. The caps "S" and "N" here could be made with gold, outlined with lavender and card done in green on white board.

Card Number Four is a card made with numbers one and two text pens. Notice caps and ascending letters are twice as high as lower case "m."

In card Number Three is shown the music pen—a pen that will do more than any other style. Capable of making anything from a hair line to a stroke three-thirty-seconds of an inch in width, it reigns supreme in my estimation. Coupled to this is its ability to flow white and other opaque colors, and to outline. Every stroke on this card is made single stroke by the same pen, except the two figures, and they were outlined by it.

Cards Four, Three and One, being centered, are more difficult to make. Number Two requires no centering and is easier accomplished. The inks referred to can be had from any of the dealers advertising in these columns.

I had planned on more copy and different things this month, but it was my misfortune to be caught in the sick net in November and incapacitated for several weeks.



Flowers for Store Decorations

Importance of flowers as part of window and interior decorations demonstrated by their liberal use by display managers of the largest stores—Flowers of delicate colors or tints appropriate for Spring displays—Suggestion for Spring setting.



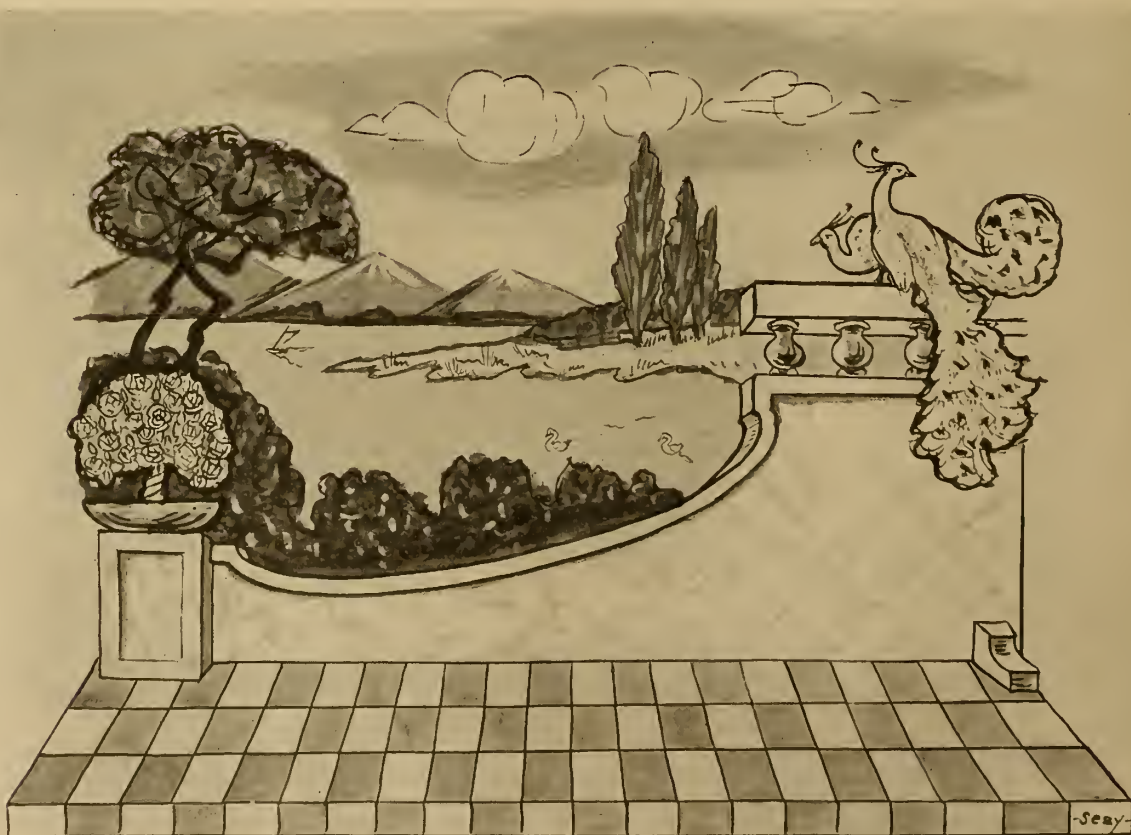
By Homer H. Seay

NOW that the Christmas rush is over we will all be turning our thoughts toward new decorative materials and settings for our Spring windows.

While we are planning backgrounds let one thought be foremost—that is, the ideal background is one which enhances the appearance of merchandise shown—shows it in the most attractive manner. In other words, your backgrounds or scenic paintings must be in soft tones—not too flashy or gaudy, or it will clash with your merchandise and detract rather than attract.

Spring calls for more delicate colors or tints than any other season. Last fall you were using blue, purple, orange, brown and yellow velours and foliage, and this winter, red, magenta, green and gold—but, Spring calls for “tints,” that is, colors, of which white is the component part, such as lavender, pink, grey, ivory, Nile green, light blue, etc.

Be careful that your scenic painter does not make the colors too vivid. Scenic panels in pastel shades, or monotonous are very pleasing to the eye. Scenic paintings as a rule are used to add beauty to the setting and to the merchandise shown, and to appeal to



SPRING BACKGROUND SUGGESTION BY HOMER H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.



DISPLAY BY J. P. NORTROP FOR TEPPER BROS., ELMIRA, NEW YORK.

the artistic sentiment of the onlooker, therefore, you should be particular to have an "artist" do them for you—or else don't use them.

The importance of flowers in store decoration is demonstrated in their liberal use by the display managers of the largest stores in the country. The using of appropriate flowers is second to color harmony. Flowers represent the seasons the same as colors, for instance, you would not think of using a poppy, chrysanthemum, or poinsettia in the spring. Spring is a time of apple and cherry blossoms, tulips, roses, orchids, violets, dogwoods, and daisies. Wisteria is also very much used in the spring, especially in Japanese settings. Roses are without doubt one of the most popular floral subjects in decoration. They represent spring, summer, mirth and joy. This flower appears in so many varieties that it is bewildering to most of us, though you will be safe in using any of them. The iris is an emblem of spring, too. It also represents the fleur-de-lis—the national emblem of France. The daisy is a very appropriate flower to use in the spring in connection with displays of children's and misses' apparel, because they represent innocence and purity.

The floral decoration for plaid ribbons, silks or gingham should be heather or thistle, because they are the emblems of Scotland, and Scotland is always associated with plaids. The floral decorations for a Japanese setting for spring should be almond or cherry blossoms, wisteria, or iris. For fall, chrysanthemums, poppies or maple leaves.

Fruits, with the exception of cherries, should be used only in the late summer or early fall.

The floral emblems of matrimony are the hyacinth (loveliness), lily-of-the-valley (unconscious sweetness) and orange blossoms (chastity).

The accompanying sketch shows a simple spring setting. The ornamental wall can be made of composition board on a frame of one and one-half inch strips. A wooden mixing, or chopping bowl is used as jardiniere for rose bush. The balusters can be of wood, papier mache, or cardboard tubing. The peacocks can be of papier mache or cut out of composition board. The floor can be of composition board blocks or sheet composition board laid off in squares and grooved with a sharp knife.



Notes from New York

Irving Schwarcz resigns as display manager of Macy's—Screens again prominent feature in Altman windows—Novel treatment of window mirrors—De-Vausney displays prove mighty attraction—Soldier and sailor rendezvous at Gimbel's.



By F. F. Purdy

THE most important announcement of the past month is that Mr. Schwarcz retires as display manager for R. H. Macy & Co. the first of the year, and that Mr. Rossiter will succeed him. Some eight years ago Mr. Rossiter was a fashion artist with Lord & Taylor, with a trend of disposition toward the display of merchandise that brought him into connection with that work while Lord & Taylor were still down town on Broadway. He afterward took charge of the windows of the house, and continued at the same post when the uptown move was made. He resigned something less than a year ago, and has recently been looking after the

displays of the Gorham Manufacturing Company, in combination with other duties with this eminent house of silversmiths, the work of which he reports as of high interest to him, in an environment of novelty.

The methods of display at Macy's are known as quite strongly commercial, with merchandising as the keynote, while at Lord & Taylor's, in combination with this idea, there has been a noticeable dash of the artistic. The mutation of events in the trade is illustrated by the fact that Mr. Hannigan, not so many years ago, was display manager at



PLATE No. 1014. DISPLAY BY CHARLES W. MODEROW FOR RUDOLPH WURLITZER COMPANY, CHICAGO, ILLINOIS.

This display was placed the day following the signing of the armistice. The background was built of composition board and covered with plaster Paris. The lower section of the structure was left rough so as to give the appearance of a monument. The "dove of peace" above the circle was made of papier mache. The floor was covered with dark

green velour. Decorations were in gold oak. The background consisted of twenty-one pieces including the base and was built and erected without nailing the various parts together. Flags of the allies draped in the rear and two small American flags stood on either side in front. "Peace on Earth" was done in gold. Instruments were in gold.



DISPLAY BY WM. F. OXENREITER FOR KAUFMAN AND BAER, PITTSBURGH, PA.

Macy's, and is now in charge at Lord & Taylor's, while Mr. Rossiter has gone from Lord & Taylor's to Macy's, with a few months between.

Screens Again Prominent at Altman's

Screens are now a prominent feature of the Altman windows, and their use there is a distinct advantage. With the smaller articles, such as jewelry, shoes, gloves, neckwear, etc., the screens are naturally further toward the front, while with the rugs, draperies, dress goods, etc., they are placed to the rear. A number of these screens are five-fold, with a wide section in the center. The beauty of these screens, to start with, and then their utility in bringing the merchandise displays toward the observer, and in harmony with the point of the onlooker, makes the use of screens a most valuable and practical idea in the treatment of windows. For some time screens have been becoming quite popular for a number of the windows of a few of our most prominent stores, and the decoration and placing of the screens has added not a little to the attractiveness of the windows and also to getting the message of the merchandise "over" to the people outside.

The necessities of quick movement of some of our alert young display managers recently is illustrated by the experience of John Beyer, display man-

ager for James McCreery & Co., at the time of the armistice. At the time of the false report which electrified the country, he ripped out quickly a Chinese silk stretch of windows and put in a fine victory display. Then, when this report was discredited a few hours later, he removed the latter and for the following Friday and Saturday stuck to the regular merchandise windows. Then Saturday night he came down with the boys and put in an entire stretch illustrating the glorious power of the country with the coming of peace by putting all the windows in one side, one entirely in red, with a large silk American flag in the center; the next in white, with a similar flag, and the next entirely encased in blue, with flag the same way. All the windows on the other side were treated in the same dignified and telling way that needed no explanation.

Sunday night at 6 all hands were down again. No word had come, and one of these handsome peace windows was pulled out and superseded with a silk window; the next gave way to a dress goods display, and while the third was being removed the first whistle blasts at 10 minutes to three were heard. It took but a few minutes to put the peace setting of the third window back. The shades of the other half of the peace display were raised before 3 o'clock in the morning. The two peace exhibits of the first half that had been removed were



DISPLAY BY JACK CAMERON FOR HARRIS-EMERY, DES MOINES, IOWA.

again installed, and by 5 a. m. the entire peace front at McCreery's was open to the public, who got out on the street at an early hour and were welcomed by a fine showing strictly in accord with the momentous and historic occasion commemorated. Mr. Beyer is to be commended for his patriotism and industry as well as his skillful draping of his windows at this crucial time.

A progressive house here has adopted a treat-

ment of its window mirrors for a change, which others may note with interest. These mirrors are covered with net panels, close to the glass, which have attractive appliques upon them. The house does not care to resilver the mirrors just now, and a changed and fine effect is thus produced, which gives a similar apparent depth to the window as when the uncovered mirror is used.

Right after the holidays Charles DeVausney, dis-



DISPLAY BY J. HAROLD CHADWICK FOR THE PENN TRAFFIC CO., JOHNSTOWN, PA.

play manager at Namm's in Brooklyn, put in a fine skating exhibit in the central arcade window where during the war exhibits of the prosecution of the war were installed every week. That was the patriotic window of Brooklyn, and there was something doing constantly from the start of American hostilities to stimulate patriotism. B. H. Namm, son of the founder, A. I. Namm, is a major in the engineers, and has been in Europe for months, and Namm's has been headquarters for anything and everything needed for almost any campaign for funds. The Major, we understand, has been asked time and again his relationship to the patriotic Brooklyn merchant, whose work has been noted near and far. Now the arcade window will be turned to the arts of peace. Hence a skating window. A number of girls and misses, all the way from children up are "trying the ice" in appropriate costumes. In front is a rustic bench where a girl is sitting, with a soldier in khaki adjusting her skates. In the costumes are included some short leather coats, fur trimmed, with fur hats.

Mr. DeVausney keeps his usual vigilant eye on the merchandise end. He says women's coats "went big" during December, and that people are "clothes mad." They held back during all the Liberty Loan, Red Cross and U. W. W. drives, and now they have cut loose and are buying clothes in

a record way. Further, skilled mechanics who have been making good money in shipyards and other similar places are feeding the money out to their wives, who are buying furs at "\$100 and \$200 a throw," in a way far different from the previous practice of any. All along the line in coats and suits the sales were unusually large, and a "sensible Christmas" trade prevailed.

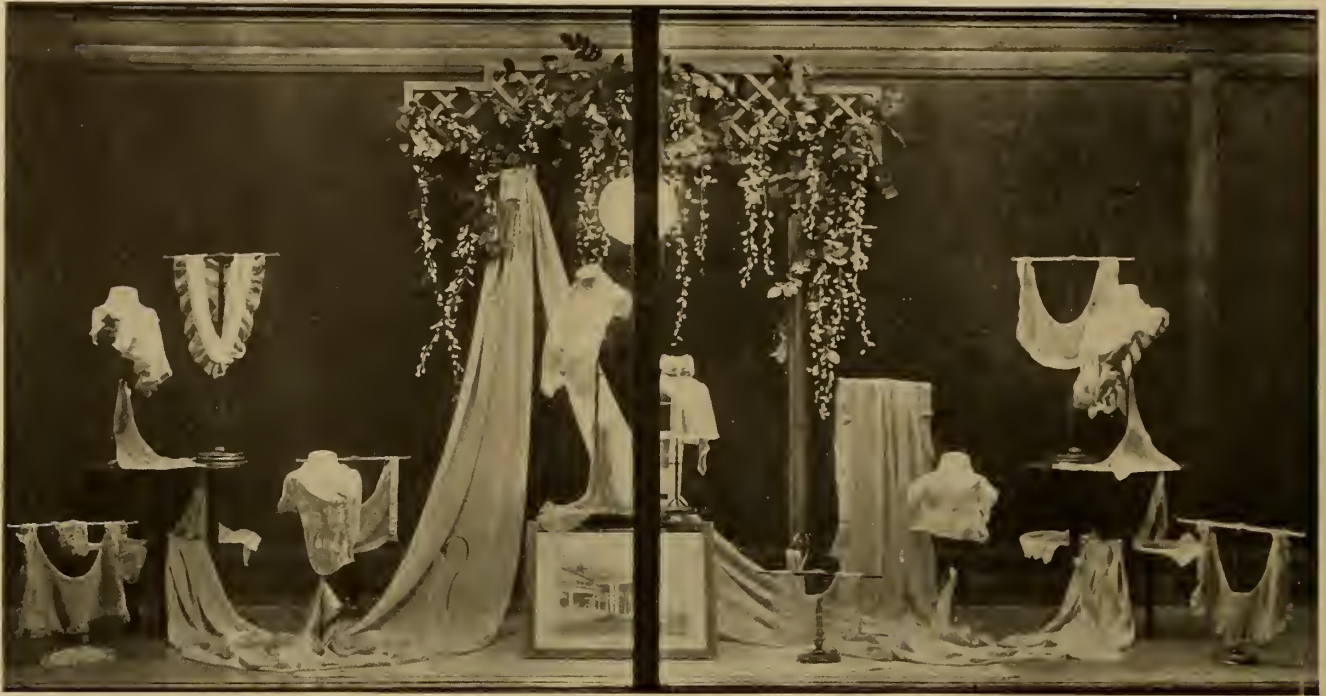
The toy business, however, was big. In fact the crowds in that department were so great that it was found advisable to restrict the window displays of same to but one window, releasing space to other lines, after a week or so. Namm's, we understand, has not followed the policy of clamping the lid down on buying.

Department managers here constantly sweeten up their stocks with purchases bought close to needs, and often at favorable prices granted by manufacturers wishing to turn their stocks. There is no long anticipation of needs here in buying, of course, but a steady in-feeding of stocks to freshen things up, add interest, and replace large stocks of goods sold. The department heads and buyers are in close touch, meeting in a separate dining room every day where they discuss the market and their store problems. There is an organization, with officers elected annually, and a formal meeting every month.

The Red Cross held forth strongly on Fifth



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, NEW YORK.



DISPLAY BY J. H. RICHTER FOR YOUNKER BROS., DES MOINES, IOWA.

avenue during the week of December 16 in the Christmas roll call. The outside decorations of the avenue were conspicuous, as usual, on the occasion of these special events, and the display managers featured it skillfully in all the department stores. They have been highly keyed up on these things for a long time, but all received in ample time a reminder from Harry Bird, display manager for John Wanamaker, who is chairman of the display managers' committee for New York City for the

promotion of patriotic exhibits. The week before, Mr. Munn, display manager for Franklin Simon & Co., had installed a great sign, midway between street and roof, provided with strong illumination at night. It simply read "Welcome Home," and was put in place the day on which the Mauretania arrived with the first large arrival of soldiers on any transport. Since that time the troopships have been arriving right along, and the first impulse of the men seems to be to walk up Fifth avenue, and



DISPLAY BY OSCAR F. RYAN FOR ANDERSON-NEWCOMB, HUNTINGTON, W. VA.

this fine evidence of the welcome of the Metropolis was most opportune. It will doubtless remain for a long time.

Wednesday, December 18, was Mardi Gras day of Red Cross week, when Fifth avenue was cleared, the show windows kept lighted and open till midnight, instead of 11 o'clock on previous and succeeding nights of the week. On that Wednesday night there were bands playing and "block dances," with many fancy costumes, with the carnival spirit and confetti accompaniment prevailing throughout.

On Monday morning, December 16, Mr. Hanigan, at Lord & Taylor's, came out with his corner window at 38th street filled with a strong Red Cross showing, the chief feature was a figure of the Red Cross nurse, who pointed the crowd with uplifted hand to the great red cross in the background, with the word in large letters, "Join,"—the tocsin of the week.

Franklin Simon & Company had a most appropriate painting in a window, entitled "The Conqueror." At left, in the picture, was the kaiser, with sword, wielded with gleaming, half-insane eye, evidently upon the little children, who were floating upon the sea of time past the figure of Edith Cavell in soothing attitude, into the arms of the Saviour, dim, though apparently approaching, from Whose Presence radiated an effulgence of light that was penetrating into the darkness of the

abode of the kaiser that brought all his evil deeds to light. Below was the inscription, "Inasmuch as ye have done it unto one of the least of these, ye have done it unto Me." The crowds outside testified to the great interest of this picture, which was especially appropriate for Red Cross week.

The Lord & Taylor Santa Claus and toy showing, by the way, is not to be overlooked at this time. Through the candy aisle the crowd went, with pillars painted like sticks of candy, into the Mother Goose kitchen, with the walls emblematic of Mother Goose, and toys everywhere in the L. & T. auditorium. In front was Santa Claus, standing up and "rocking the boat," with children fore and aft, one load coming in after another, entering from one end, and emerging from the other, encouraged to depart by the sticks of candy that awaited them at the exit. Santa Claus was on board the good ship St. Nicholas, which looked like one of Columbus' caravals, which was "riding the waves," and upon rollers so that the boat could easily be rocked.

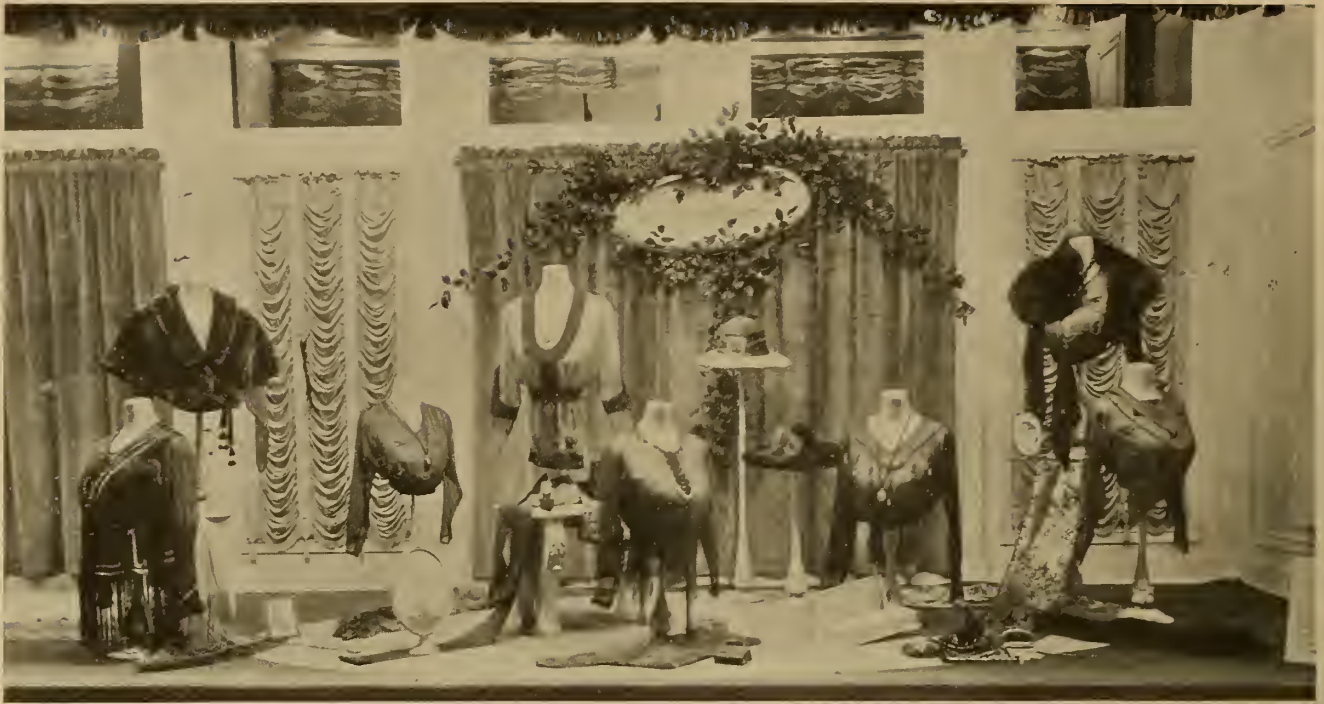
At Best & Company's, Mr. Trehwella had an interesting window, with chiffon draped from top and sides toward a smaller background, which was covered with this sign, "Have you visited Lilliputia, the place where children's dreams come true?" In the foreground was a collection of interesting and artistic toys, with the sign indicating that none were made by enemy aliens.



PLATE No. 1015. EARLY SPRING DISPLAY BY C. WALTER JOHNSON FOR S. J. JOHNSON COMPANY, JACKSON, MISSISSIPPI.

Extremely attractive was this setting arranged for the early showing of spring styles. The two circular scenic panels in the background were suggested by the cover page of Merchants Record and Show Window as was also the vase of roses in the center panel. The vase was cut out of composition board and attached to the panel. A space

of one inch was allowed between the rose stems. The small cut-out figures holding the hats were suggestions taken from the catalogue of a well known artificial flower concern advertising in *MERCHANTS RECORD AND SHOW WINDOW*. All the scenic work as well as the arrangement of merchandise was executed by the display man.



DISPLAY BY HARRY H. HEIM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

The French gray velour back and side drapes of Mr. Brink, at Saks, are specially effective, as they possess a luster that enhances and enlivens the exhibit. Each window is inclosed in this separate setting, and the holiday showing was superb. Perhaps the men's furnishing window was the most notable, surmounted by a large holly wreath uniquely treated. Inside the green wreath was a fluffy rosette of a handsome design of rich material for cravats, and outside the green wreath was a crinkled and fluffed fabric of another hue surrounding same. Over all the holly berries were falling. This was one of the best treatments of a wreath we have seen. The furnishing window was separated into three parts, for the shirts, the cravats and the handkerchiefs, and the elaborate and snappy showing of each was notable. The boys abroad are writing home, "Get out my civilian clothes," which is a reminder of the revival that will be coming fast from now on in the haberdashery line.

Southern Wear and White Goods Displays

Right after the holidays apparel and auxiliaries for southern wear, and "the white sale" divided the attention of our display managers. In fact, before Christmas there were sundry modest initial exhibits in a modest way of the sheer and fancy fabrics of the season adapted for those who join the southern hegira of the favorites of fortune. Even before Christmas Altman's had quite a representative showing of the kind, and Fifth avenue, as usual, made the strongest featuring of the merchandise.

The white sale is far from what it used to be, with the changing conditions from those that gave it birth, but there has been nothing found that is more productive to supersede it for January, and hence most anything white from lingerie to collars and shirts, appears prominently in this event.

Gimbel's has been advertising a new headquarters, which Display Manager Hopkins has arranged on the fourth floor, with a fine descriptive sign over the entrance to it, indicating that it is the meeting place of returning soldiers and sailors and their friends. The idea in advertising has been for relatives and men in service to make this their rendezvous, and soldiers and sailors may be seen here, reading and writing and making themselves at home.

"I have just had a remarkable tribute to the cash value of window displays," said one of our metropolitan display managers. "Never before have I had a manager give what I thought the just tribute to the value of window displays, commercially speaking. It was at the close of our patriotic displays, when exhibits of merchandise were few and far between. He said: 'I am thankful that we are now going back to merchandise displays. Our business during their absence shows their pulling power and what we have missed by our not having them in. Now that you can show merchandise again to the full we shall have a revival of business.'" The revival came, just as soon as the merchandise windows went back again.



Annual Prize Contest for 1918-19

Merchants Record and Show Window contest for 1918-1919 opens—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1919.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

Planning Spring Settings

Early planning will eliminate worry and confusion later on—Proper assortment of tools necessary for best results in background building—Odds and ends of old lumber not desirable for background construction.



By George B. Scott

THE early planning of spring settings will eliminate much worry and confusion later on. More painstaking work may be done, and if the finished design is not exactly up to expectations, there is still plenty of time in which to make the necessary changes.

The design illustrated here would, I think, make an attractive setting and may be built at a very small cost. It may be arranged for either large or small window.

The construction is as follows: The framework is of wood strips about two inches wide by seven-eighths thick. After being made thoroughly rigid, the frames are covered with composition board. The center panel is a screen, covered with muslin. The festoon of flowers is a composition board cut-out. This should be made in two sections and

joined at center. A keyhole saw may be used for cutting this piece. The striped piece at base is also cut from composition board and mounted against the platform.

The main body of setting should be from one to two feet thick, according to size and depth of window.

As to color, I would suggest for center panel, ivory trees against a black ground, which might be made more effective if, instead of painting trees, they be cut from composition board and mounted an inch or two away from the screen. The posts and platform base should be light blue, the festoon in bright pink, lavender, blue, yellow, cerise and green, with an edging of black. The birds should be bright blue with orange breasts.

The striped cut-out is ivory and black, and the



Geo B. Scott

BACKGROUND SUGGESTION BY GEO. B. SCOTT, STROUSE & BROS., EVANSVILLE, IND.



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & CO., BUFFALO, NEW YORK.

top of each post is a touch of bright green. The curved pieces at extreme right and left might be either in ivory or light green.

No foliage is suggested for this backround, but if any is used it would look well arranged in vases or urns and placed at either end of the platform.

One thing noticed is that many displaymen attempt to make backrounds with only a hammer and saw as utensils. You cannot get proper results unless you have a fair assortment of tools. If your employer can not see the advisability of furnishing you with them you will find it a good investment to supply them yourself. One should have at least these things: a vise, plane, cross-cut saw, keyhole saw or scroll saw, chisel, brace and bits, pliers, file, hammer, screwdriver and a good assortment of nails, screws, etc.

Another thing to be mentioned in this connec-

tion is, that odds and ends of old lumber do not comprise the right sort of material for building backrounds. To begin with, the added time spent in collecting it, pulling nails, filling holes, etc., makes this method as costly, if not more so, than the expense of buying clean, new material. A stock of cypress strips in two, four and six-inch widths, together with sheets of composition board, may be worked up into many good settings. After using, they may be rebuilt into something entirely different. Using this lumber over and over is comparatively easy because it is of uniform size and soft, which makes the removal of nails a simple matter.

If, heretofore, you have been unable to accomplish much in the way of constructing settings, reorganize your working methods along these lines and much better results may be looked for.



Further Need of Co-operation

Display men to continue their assistance to the government by directing attention to necessity of food conservation—Simplicity and forcefulness are characteristics of impressive display—Patriotic displays demand tact.



By R. T. Whitnah

ALTHOUGH the armistice is signed and peace will soon be signed there is much service that the display man can yet give to assist the government in carrying on its work of propaganda. With the necessary conservation of foods that will be expected of us for some time to come the feeding of the countries that are near a famine, with the Fifth Liberty Loan in sight and perhaps more to follow, it is up to the display managers to put their shoulders to the wheel and give the government all the help that they can, instead of retarding the speed, as there is a tendency to do with the war question so nearly settled.

There are, perhaps, very few displays that bring

into play every iota of tact that the display man possesses as do the patriotic displays, or displays arranged to co-operate with civic or charity functions. We have been greatly assisted by the wonderful war posters that have been furnished our government by the leading artists of the nation, but without a central idea that will forcefully impress the public and will bring home to them clearly the motive that is behind such a movement, the display will not accomplish what it should.

In a food conservation display, we know that we must feature the central idea of saving. How this can best be approached will vary according to the material one has at his command, or the materials



DISPLAY BY R. T. WHITNAH FOR CROSBY BROS., TOPEKA, KANSAS.



DISPLAY BY SAM FRIEDMAN FOR J. BLACH & SONS, BIRMINGHAM, ALABAMA.

he can buy or borrow from other firms in his city.

The first impression that came to the writer on a food conservation display was, to carry out an idea that would be true to human nature, and one that would impress upon the mind of the housewife that which is foremost in her mind and life, "the home." The kitchen would be the first impulse to pursue in demonstrating conservation. With the difficulty of making a kitchen out of a window that has a Christmas setting, it necessarily calls for something to cover the background that will give you a plain effect in front of which to carry out your

display. If ample time had been allowed that wall board could have been papered with a suitable kitchen paper with perhaps a window or door placed at the proper position, the whole effect would have been enhanced in the photo herewith reproduced. As time was limited, a plain champagne-colored curtain was placed in the window over the top of the Christmas background and hung to reach the floor. By placing a congoium mat on the floor, using a kitchen table and a few other accessories, and with a lifelike pose of the figures in positions that are true to nature, we have the effect desired.



DISPLAY BY OSCAR F. RYAN FOR ANDERSON-NEWCOMB, HUNTINGTON, W. VA.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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Official Organ of The International Association of Display Men

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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January, 1919

It's Up to You, Mr. Display Man

THE year 1919 will be a critical one for the display man. In fact, his entire future may depend on his actions during the next few months. The prominence which window display has attained by the assistance it has rendered the Government in winning the war can be capitalized by the display man if he has the breadth of mind necessary to individual progress. The display man will receive recognition as an important factor in the commercial world or he will be regarded as a subordinate mechanic in proportion to the value he places on his own profession.

The one slogan in the mind of all business men today is "Co-operation." To meet the competition of other nations in the export business, co-operation is necessary; to solve successfully many domestic economic problems, co-operation is a vital essential; every analysis of conditions shows that there must be co-operation between labor and capital, and between different units of the same industry. Trades are being urged to form co-operative associations and men are

urged to get together in one way or another for mutual protection and progress. Display men are no different from men in other lines of work; if they are to further their own interests and benefit themselves, co-operation is necessary. Co-operation cannot be carried out in a systematic way without some form of organization.

The International Association of Display Men is the only organization in this field and hence it is the best available means by which display men can render and receive the benefits of co-operation.

A large number of display men belong to the International Association but there are a great many who do not belong. There should be a local of the International in every city in the country, but unfortunately the number of locals actually in existence is relatively small.

If the display men would only realize the opportunities now offered them by co-operative work, there would be a flood of applications for membership in the organization. Without organization display men cannot hope to attain their full measure of strength. Let every display man resolve that during the year 1919 he will do everything in his power to make others respect the art of display advertising. Let him resolve that he will seek to secure the co-operation of every display man towards the same end.

Let him further resolve to become a member of the International Association of Display Men and to live up to the obligations imposed on him by that membership.

Sometimes display men fail to join the Association because they cannot see immediate material benefit occurring to themselves by their membership. They say that they cannot see where the organization is to do them any good. To men with this point of view it is reasonable to ask how they expect to increase their importance in the commercial world without some form of organization. It is manifestly impossible for the Association to guarantee to a man that his salary will be increased 25 or 50 per cent by obtaining a membership, or that such action will secure a position for him as the head display man in some prominent store. It can be said, however, that an effective organization is a powerful instrument for bettering personal and general conditions.

The Association is composed of good men with an honest purpose at heart. They are not supermen, but they are doing everything within the scope of their abilities for the betterment of the display men. If there is any better way to do things, it is to be developed by the advice and counsel of other display men. If any display man knows how to improve conditions he should not stand off and throw stones at the organization, but should join hands with the others who have the same purpose in mind and let them have the benefit of his ideas, his advice and his counsel.

In other organizations, similar in purpose to the

International, men find that the indirect benefits are of great value. Witness the Advertising Clubs, the Merchants' Associations, Chambers of Commerce and other similar organizations. If display men are too narrow in their views to risk the spending of the small amount of money required to become a member of the International Association of Display Men, then the art and science of display is not worth any interest whatever. This organization will become effective if the value of co-operation can be appreciated and if display men will take interest in the Association.

Let us make the year 1919 an epoch-making year in the history of display. A hard pull and a long pull will do it. All together, now, go!



A New Year Resolution

NEVER before has a new year ushered in such great possibilities. With it comes the most encouraging optimism from the remotest corners of the nation; assurances that 1919 will be a year of unprecedented opportunities and accomplishments. Before this new year outgrows its infancy let us seriously consider and plan the parts we are to take in the period of transition from a state of war to peace times and the tremendous problems of business readjustment.

Resolutions are frequently made with the coming of each new year—it is a good practice providing such resolve is seriously and reverently adhered to and that the resolution is of sufficient serious matter in itself. A few frivolous promises to ourselves concerning our own personal habits will not likely figure prominently in this big business of assisting in the great readjustment problems that face us.

Business played a mighty important role in the war drama just enacted, and you were a part of that business. If you succeeded in whole-heartedly assisting the government and your boss during the distressing period just past you have proved yourself a desirable employe and one that, no doubt, will be quick to see where you can be of greater assistance to your employer in the year 1919.

Let us then suggest a resolution applicable to all of us. Let us resolve to deliver to our boss just a little more than we get paid for; a little more than he expects; and in observing it faithfully, we will all know just a little more about our job, and the satisfaction which we will experience in the fulfillment of such a resolution will be ample return.



Ice Skating at Chicago Arena

ICE skating is conceded to be the most popular health producer and recreation combination. It furnishes an exercise that redevelops the lungs, filling them with fresh, wholesome air, and stimulates and strengthens nearly every muscle.

Ordinarily ice skating is confined to a very short season, and then only in the more northern latitudes. Of recent years, however, ice skating rinks have been erected and the ice furnished by artificial means. One of the largest and most complete ice rinks is the Chicago Arena, located at the corner of Broadway and Thorndale. There is an unobstructed clear ice surface of more than thirty-five thousand square feet. The ice is made by machinery and is of a uniform smooth quality at all times.

Aside from the sport and benefit to be derived from skating, it is well worth the time of any displayman to visit the Chicago Arena to study the decorative and lighting effects. When you get there if you have ever skated in your life, you will not be able to resist the temptation to put on a pair of skates, which are furnished free by the management, and join the merry skaters.

Wilson Chase, for over twenty years manager of various amusement enterprises, is in charge of the big arena.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthaler, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Texas.
Leslie D. Slack, Bloomington, Ill.
Clement Kieffer, Jr., Buffalo, N. Y.
H. H. Tarrasch, Columbus, Ohio
G. F. McConnell, Montreal, Canada.
J. Harold Chadwick, Johnstown, Pa.
L. M. Van Courten, Brookfield, Mo.
Frank Steckbauer, Oshkosh, Wis.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Value of High-Class Draping

Series 3—Article 1



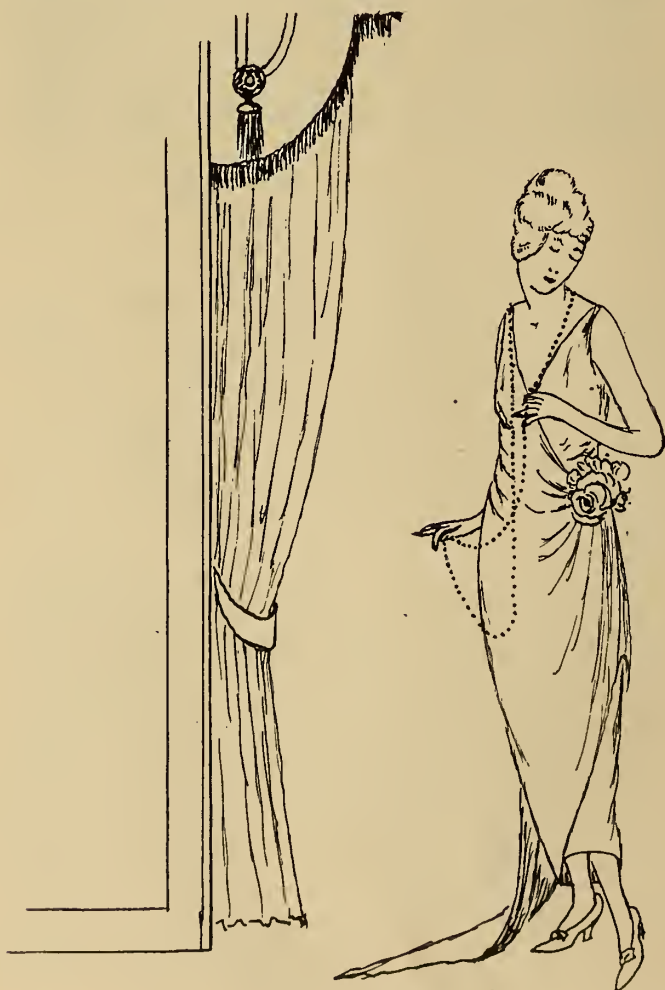
By T. Guy Duey

THE party season is now in full swing and many are the activities and functions that demand a smart evening gown. Therefore an appropriate subject for this month's article on the "Value of High Class Draping" is something pertinent to the party gowns.

Illustrated herewith are two very pretty models of materials much in vogue at the present time.

The first illustration presents a stunning model of black velvet and is unbelted as well as unadorned, except for the large pink rose which is caught up with the drapery at the left side of the

figure. This garment, extremely attractive and of a new cut, is started from the right side of the form and covers the front. The width of the material is used for the length in this first operation. The top selvage is then placed diagonally across the bust and brought over to the left shoulder, and from



DRAPÉ NUMBER 1.



DRAPÉ NUMBER 2.

this point it is brought under the arm and thence to the top of the left shoulder, where it is pinned. The next step is to pass the material across the back to the right shoulder, where the same process as used on the left side is repeated, only in treating this side the material is passed from back to front instead of from front to back as done in the first instance.

The top selvage is then continued across to a point on the left side at the waist, where velvet is gracefully draped up and held in place by a large



PLATE No. 1016. DISPLAY BY VAN D. COPELAND FOR J. A. RUDY & SON, PADUCAH, KENTUCKY.

This was one of a series of beautiful window displays arranged for the early spring showing of 1918 which were awarded first prize in the annual contest conducted by the Merchants Association of Paducah. The display illustrated here shows a drape of turquoise blue and a

drape of brocaded satin overdressed with fine chantilly lace. The background consisted of a series of panels in soft gray and green. The large centerpiece presented a beautiful oil painting of a dancing girl, robed in chiffon-like material in pale green.

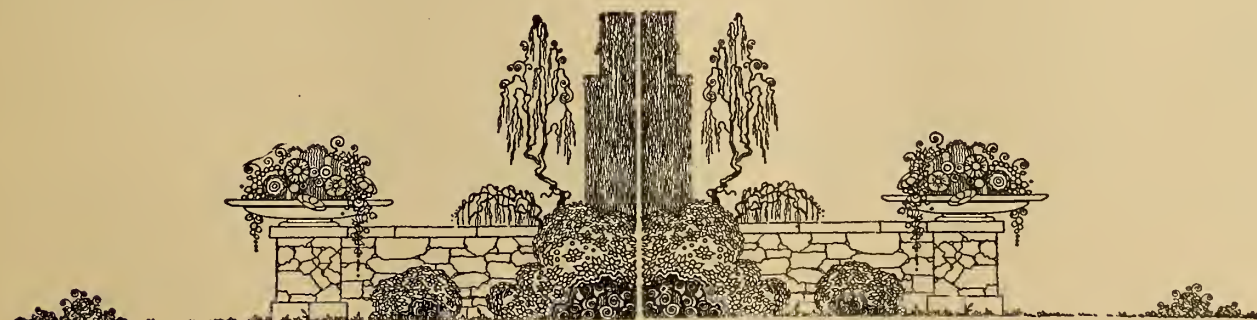
pink rose. The remainder of the materials are draped from this point to the floor and gracefully form a train. This train hangs to the right side. A very attractive and appropriate embellishment for this drape would be a long string of coral or black jet.

The drape illustrated by Figure 2 shows an extremely pretty gown in a combination of pink crepe de chine or georgette crepe over a foundation of silver metal cloth.

The first step in the process of executing this drape is to select from stock silver metal cloth which forms the foundation. This foundation should be very plain and close-fitting. Next, shirr the skirt on very sparingly by the aid of a narrow elastic

band at the waist and using the width of the material for the length of the skirt. Then form the blouse by passing material once around, using the selvage for the top edge of the blouse as indicated in the illustration. The surplus materials are carefully hidden under the girdle, which is made by passing the materials carelessly once around the form. The remainder of the crepe is then folded into a panel train falling from the top of the girdle in the rear.

A rope of coral or silver is then used to form shoulder straps, and for the bracelet effect the cords are festooned from the center of the back just above the panel. This completes a very beautiful and striking gown.



Machine-Made Price Tickets

Show cards and price tickets to please your individual taste—New designs and novel effects—How the slow, tedious process of hand lettered cards is rapidly being supplanted by the machine-made card.



By J. S. Levey

DID you ever do an order of 400 to 500 price tickets for tailors, with "Suits to Order" and "Coat and Pants to Order" in pen work and the price done with a brush? If you are a card writer and have had the experience in this class of work you undoubtedly know how your back cricked like a rusty hinge when you finished that order; I have been through the mill and know.

About eight years ago I was standing in front of a tailor's window in Toledo, Ohio, looking at the

some cardboard and a few colors, and started to do work at my home. In six months I had saved \$150, enough to carry out my idea; I made about ten air-brush tickets borders with stencils in black and white which I had reproduced in halftone cuts in a suit ticket size $3\frac{1}{2} \times 5\frac{1}{2}$ inches and a shoe and hat ticket 2×3 inches. These designs reproduced beautifully.

I had no printing press at the time, so I took my plates to a printer and had him print several hundred cards of each design in about six different colors. This made my ten designs equal to sixty kinds of tickets. I also made a set of slant price numerals like I used on my hand made tickets and had zinc etchings made from these in three heights for shoes, millinery, furnishings and clothing tickets. I had an electrotype company make each price mounted on a separate block with the 25, 50 and 75-cent numerals mounted two on a block for speed in price changing.



hand-made tickets on the woolens, and having seen some illustrations of price tickets in a book which had all the detail and colors of a hand-made ticket, but were printed, I conceived the idea of reproducing that particular design, which was air-brushed, with a halftone plate. I knew the prices could be printed from zinc etchings taken from a hand lettered original, and having had the experience in such work, I knew the orders were placed in quantities of 15 to 25 of a price and sometimes more. I realized how much faster a printing press would print these tickets than lettering them by hand, and that if the original price was hand lettered, the printed copy was certain to have the appearance of a hand letter.

I returned to Pittsburgh, Pa., my home, and had about six dollars in my pocket, which I invested in



I then purchased two hand presses, one 3×5 and a 5×7 size and hired a boy to print the cards. All printers lock type matter on the bottom and sides to hold the type in securely, but I discovered that a block on either side the same height as the type would eliminate the extra side quoin and be a big factor in changing prices quickly.

That season I more than doubled my earnings. The boy practically made all the tickets and I put borders on with the air brush, or mounted the printed card on a mat of another color. I next bought a foot press that would print a form 7×11 inches and I was enabled to do quarter-sheets by printing the top with

OUR

*Spring
Styles*

Now
Ready

For Your
Selection

STYLISH

Clothes

High
Class
Tailoring

Our
Specialty

Just

Cleverly
Tailored

Clothes

FAIRLY
PRICED

one impression and then the bottom. These cards were ordered in lots of 10 to 200 used for advertising cigars, candies and other merchandise.

By printing the lettering on a white card in white printing ink and throwing powdered flock over the ink while wet I made a kind of a stencil which I sprayed over with gray air-brush color and made the gray background required. I then wiped off the still wet letter with a rag and the white of the cardboard showed through the outline of the letter against the gray background, thus enabling me to make a fine white lettered show card by machine. All colors can be done in this way.

I was informed that I could get my hand lettering reproduced in boxwood or maple. Up to this time I had six or seven alphabets made in electrotypes and used regular type faces from the typefounders, that resembled hand lettering as near as I could get it. These boxwood letters were routed deeper than zinc

etchings or electrotypes, but were more costly on account of having to be made from my handlettered patterns. The great advantage of these letters over the zinc or electros is that they can be cut more uniform and true to pica or line measurements, which makes them easier to lock up in the printing form.

Later I bought a press that would print a half sheet with one impression and a full sheet in two impressions. From this time my profits increased to more than that of some shops that had four or five men to pay on Saturday, and I just employed a boy to help me on the presses and a man to letter the single copy cards. I have had jobs in quantities on which I made as much as one hundred and seventy-five dollars in a single day. This is my record for one day and was done by another man and myself.

The accompanying illustrations will give you some idea of the style of work done on the press with my hand style type.



Bring Your Hardware to the Front

Too many display men allow Hardware and Home Furnishing departments to suffer financially because of too little representation in the windows—These lines may be arranged attractively and the displaying of them will be profitable.



By H. A. Wallis

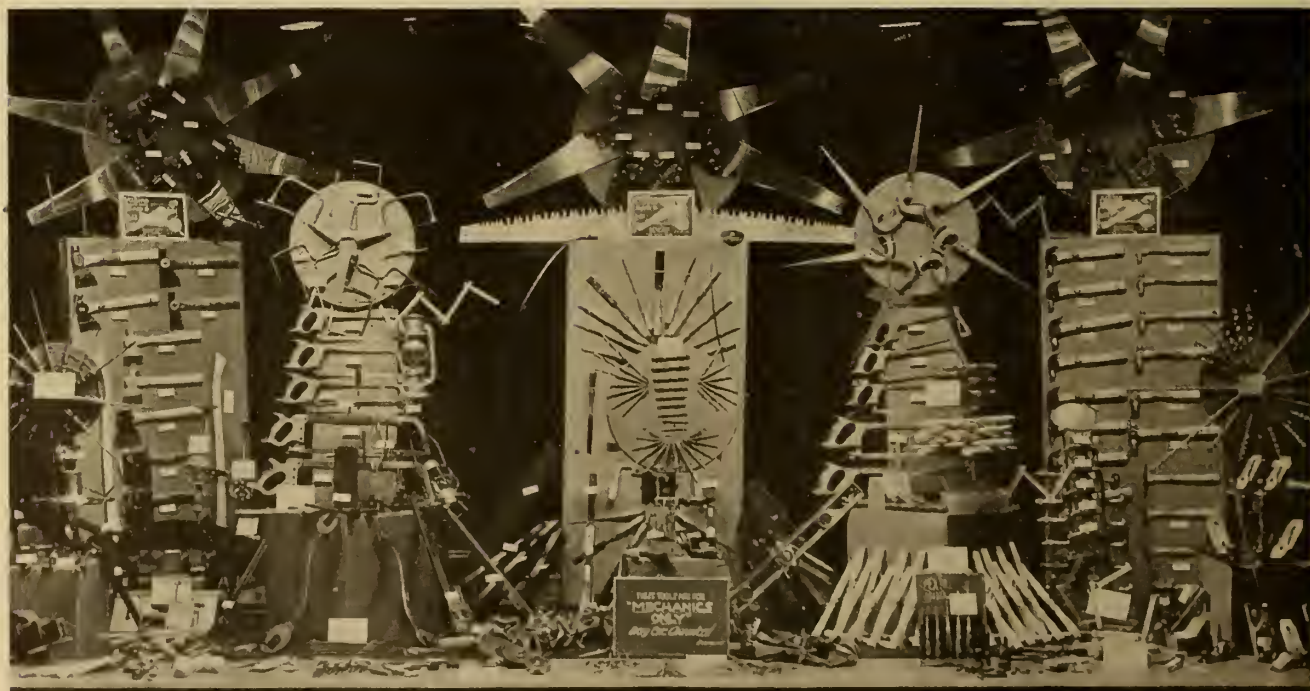
THE Hardware and Home Furnishing Department is one that, in most stores, suffers financially by reason of the lack of proper and attractive window displays. Most window decorators believe the above lines are hard to display, yet results have proven that with a little effort the above stock can be so arranged that the result will be not only most attractive but decidedly profitable from the standpoint of increased sales.

Business secured through your windows is "found" or "extra" business, because it has been secured largely through suggestion. It has reminded the prospective purchaser of a *need* and has thus accomplished half the sale before the purchaser enters your store.

Your windows are there, and a little time, effort and thought will make them profitable. No merchants, in these days of sharp competition and diminishing profits, can afford to neglect such an im-

portant and resultful method of advertising. The day of unclean, ill-arranged windows has given way to artistic, eye-catching displays, and the merchant who fails to realize this fact is losing an important trade-producing method of publicity.

Don't jam your windows full of merchandise, that the eye cannot easily visualize. A window filled with all sorts of hardware, crockery and home furnishings will not bring results as will one line of goods definitely displayed. Show, for instance, kitchen utensils. Use a sign or signs explaining the labor-saving or other good points of your display, and *always quote the price*. A window display, just as a newspaper advertisement, is incomplete without naming the price for which the article can be bought, and you have not answered the most important query in the mind of the prospective customer when you neglect to name the figure for which the article on display can be purchased.



DISPLAY BY E. W. CALVIN FOR E. C. MINAS COMPANY, HAMMOND, INDIANA

International Association

of Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

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Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

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J. J. CRONIN, L. Bamherger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

"Join Today" Is Advice of Pierce

NOW that peace is here and the country is gradually going back to normal conditions, is there any good reason why you and you and YOU, Mr. Display Man, should not become a member of the International Association of Display Men?

Don't stop and say "What can I get out of it?" Do it in the same spirit you have helped your government. The question is "What can I do to help the other fellow?" You know there is more than mere pecuniary reward. It is more pleasant to give than receive.

In my own department I do not try to hold my boys after they have become qualified to hold a good position. Certainly if I did my own work would be made easier. But I try my best to land them in the best position I can find open.

There is no display man in the country whose time is more occupied than mine. But I delight in *taking time* to help others—and the very best advice I can think of now is "Join today." Pin three dollars to a letter and mail to the secretary, providing you have had three years practical experience in display work—and if you are a man of character you will be accepted as a member.

Any information you wish will be gladly given you by the secretary or myself.

I don't care how big or how small a store you are in—you need us and we need you.

Kindly accept this as a personal invitation to become a member of the I. A. D. M. As you understand, I cannot write to all, but if I did the above would be my message.

May I shake hands with you in Chicago, July 14, 1919?

E. DUDLEY PIERCE, President I. A. D. M.



NOW is the time to resolve to be a better display man. You will be greatly aided in your purpose through membership in the I. A. D. M.

Now Lets Get Together

VICTORY is ours! The vogue of the hour is reconstruction.

The display men throughout the country have aided wonderfully during this world crisis; many have helped to fill the ranks of fighters; others have done efficient duties at the numerous training camps; while many more have labored untiringly at home on the war work drives and in the placing of patriotic displays to boost the campaigns.

The display men and the International Association of Display Men have received due recognition and praise from the government for their very valuable co-operation.

Now, that the war is over, comes the period of reconstruction of business and all activities. We will welcome the return of many from service and will shortly be back to normal working conditions with added enthusiasm and ideas.

The International Association of Display Men will enjoy an enormous growth during the next few months, provided each and every member, as well as the officers, get behind the gun and push the line "Over the Top" two thousand strong before the next convention in Chicago.

Plans are well under way for the biggest and most interesting convention ever, with many new features, so all get busy and boost for new members.

Every live display man, who is interested in the progress of his profession and the broadening of his knowledge should be a member of the Association. If you are not a member, Mr. Display Man, you are overlooking a great educational asset, as well as the associations of a fine lot of live business builders.

Make up your mind to start the New Year with more interest and pep by sending in your application. The fraternity will welcome your co-operation.

T. GUY DUEY,
1st Vice-President, I. A. D. M.

Develop Through Co-Operation

I THINK that most display men understand quite fully the principles, aims and advantages of the I. A. D. M.

Yet many of our craft are not members. Allow me the attention of those who through neglect or otherwise have failed to become one of *US*. The recent Great War could not possibly have been won only through co-operation.

We must take off our hats to "Co-operation," it is the "Ruler of the World," without it individuals are but a selfish bundle of false pride.

Why, my friends, even the newsboys have their organization and I honestly believe that you know why. It is because that in organization there is *strength*, progress and common good for all. Our government has not looked to individuals in our profession for help in its effort to raise gigantic funds for war purposes, it has looked to our organization.

Don't let "Old Father Time" catch you without an ample supply of progressiveness. Get busy right now, and join the I. A. D. M.

Make up your mind to attend our Convention, to be held in Chicago next July. Here you can "rub shoulders" with the best fellows and the best Window Display Artists that ever "came over the pike."

Write to D. B. Bugg, 1520 Woolworth Bldg., New York, our National Secretary, and have him send you an application blank for membership in the I. A. D. M. *Do it today!*

L. A. ROGERS,
Membership Committee, I. A. D. M.



What It Will Mean to You

IN a recent visit to the cities of C., O. and M., I had the pleasure of interviewing a number of display men, twenty of them all told—and during the course of our conversation I asked each and every one, "Are you a member of the International Association of Display Men?" and with the exception of four answers in the affirmative, the balance were, as you might expect, negative ones. I also inquired further and asked why, and coupled this with a rapid-fire barrage of questions: "Do you subscribe to the *MERCHANTS RECORD AND SHOW WINDOW*? Do you know any of the other display men? How long have you been displaying merchandise?" All these questions were asked before he had an opportunity to answer, but when the answers came they came in this fashion: "No-o-o-o, don't know any of the display men; worked here five years"—and now comes the amusing part: "Yes-s-s, I take the magazines but I can't say that I've read one in over a year. Too busy."

I was amazed, and remarked that he was overlooking a wonderful opportunity and dying of dry rot and inertia. My remarks may have sounded caustic and had a tinge of irony in them, but I have always believed that if any man working at any profession,

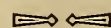
be it doctor, lawyer, or any other, he should be thoroughly conversant and acquainted with his contemporaries and co-workers. What better way to become acquainted in the display field than to be a member of the International Association of Display Men?

It has been the source of much genuine pleasure and much friendship to know men doing the same kind of work that I am doing though we are separated by thousands of miles, and it is with great expectations that I await the coming of the various trade journals. Why? Because I know that I am going to see a picture of a window display by a friend or acquaintance in some distant city. This keeps me informed and posted on the "live wires" of the country, and I am proud to admit that 75 per cent of them are members of the International Association of Display Men.

Now to the point—You readers of this article—join the "Do it now" club, and sign up. Mention the fact to your employer, and if he is the man I think he is and should be, he would see to it that you are affiliated with the International Association of Display Men and acquainted in the why and wherefore that makes you a bigger, better and keener thinking man.

With my very best wishes for a Happy New Year, I am, sincerely,

CLEMENT KIEFFER, JR.,
Chairman Executive Committee.



Report of St. Louis Club

THE St. Louis (Mo.) Display Men's Club recently held its first meeting after an enforced idle period due to the influenza ban against public gatherings. Needless to say the members held a real get-together reunion at Melsheimer's, where there was a good deal of merry-making.

Following an enjoyable dinner President Walter Zemitzsch called the meeting to order. Secretary B. A. Rainwater read the minutes which covered a report of the club's work during the Fourth Liberty Loan, plans for which were laid at a specially called meeting. The United War Work was covered next, the campaign of which had been postponed on account of the epidemic. Prior to the postponement, however, the members had done their work, that of distributing window stickers, but later assumed additional work of distributing a cut-out balloon which permitted the daily recording of the amounts pledged in the drive.

George Fehl was appointed auditor and collector for the club by President Zemitzsch, following which, honors were awarded to the three members who had obtained the largest number of merchants pledging themselves to use Fourth Liberty Loan window displays. The club as a whole obtained 1,987 such pledges. The awards were as follows: gold star, Geo. Leaver; silver star, C. L. Dann; copper star, Otto S. Lasche. Each of the tokens was

eighteen inches in diameter, tinted in its appropriate color and hand engraved with effects common to decorating windows. The base of the "medal" was composition board. The men expressed gratification at the way in which the merchants had co-operated with the club in installing displays.

Messrs. C. L. Dann and Fred Klostermeyer, who were honorary members, were accepted as full members, and Rudolph Vincent of B. Nugent & Bros. Dry Goods Company, and H. Heinle of Bedell's were voted in as members.

A report of the club's work on the Patriotic Food Show showed that members had sold 400 tickets besides giving the event a great deal of valuable publicity.



Why You Should Become a Member

WHAT does it mean, this membership in the International Association of Display Men?

It means that you are unselfishly willing to co-operate with your fellow workers in the craft of window dressing and display. It means that you are alive and energetic, that you have taken the pledge to "*keep out of the rut.*" It means that you appreciate the fact that in union there is strength, that the merchants will learn more and more about the advantages of the International to them, the larger and more representative it becomes. The big man should join not only for the good it does himself but for the good he does the man below, and the little man should join because of what he can learn from the man higher up. We should all join for the good that co-operation does everybody.

The intrinsic value of membership in the I. A. D. M. can not be over estimated. It is, however, little or great according to your own endeavor. It depends to a very great extent upon the use you make of your membership. Join, get in on the ground floor; don't wait for something to happen. Make something happen! Join now and get busy for the next convention. Help to make it the best that ever happened. Let's have a "*Victory Convention.*"

The last was a war convention. God knows it was held at a sad time, and yet we did well in the matter of membership. We enrolled some of the biggest men in the eastern display field. We're going to have the benefit of their ideas and service at the meeting in Chicago, July, 1919. Everybody in window dressing who is eligible for membership should apply for membership in the I. A. D. M. for his own benefit and for the benefit of the craft—in other words, be alive to your opportunities—*join at once.*

C. E. SMILEY,
Program Committee.

"Swing on Fellows, Get In"

TARZAN, a white baby left alone on a tropical isle by the death of its father and mother, was adopted and nursed to manhood by a mother ape. He discovered with his higher intelligence and his reflection in the water, that he was not an ape and later discovered the hut of his father near the beach, the contents of which had remained intact for twenty years by the accidental closing of the door and a fall lock which Tarzan succeeded in opening. Through pictures in a primer and an illustrated dictionary, he discovered that he was a "MAN" and acquired a faint knowledge of written English and even learned to form the letters of the alphabet. His study was futile, however, until a British cruiser by chance entered the sheltered cove of the isle and brought other white men into his life, whereupon he became a great scholar and a learned philosopher.

And so we, fellow display men, must have contact with men of our kind, men of our conception of things artistic, men of our own profession, if we ever expect to reach the higher planes of display education and efficiency which means not alone financial success but brings also keen satisfaction which follows personal achievement.

A display man who is outside the membership of the International Association of Display Men is like the man alone on a deserted island. He learns the A. B. C.'s of display from literature, but only the personal touch of fellowship with men of the same profession can bring that broader intellectual development and the subtle inspiration that puts joy into every achievement.

Never before has the outlook for the Display Men's Association been more promising. The Government has recognized the Display Men and the important part they played in war activity publicity, and let me state that I believe no agency has done more to keep the public mind in one trend of united thought concerning our war purposes. Peace will bring a greater intensity and development into our commercial life and the display men will need every possible help to keep abreast of progress.

Then this year comes the great Chicago Convention which dated as it is in the month of our National Independence Day, will, I believe, develop into one of the greatest Peace jubilees the country has ever experienced and the inspiration which will be imbued into those attending will be reflected in the greater success of their achievements. The educational program and the demonstrations at the convention will be the greatest that has yet been offered.

Why, Mr. Non-member, if you receive no other recompense for your membership fee than to be in on this convention, you would be repaid ten times over. Lets have a 100 per cent membership of Dis-

play Men in the I. A. D. M. and then things will happen for its members on a bigger and broader scale than ever before.

The success of the Allies didn't amount to much until they got "Hitched Right" and "Pulling Together." "Hitch up, fellows, hitch up." We need you, you need us. Let's get this old organization to a size where we can "*do things*." D. B. Bugg, 1520 Woolworth Bldg., New York City, is the secretary and will gladly receipt you for your \$3.00 membership fee. You will be proud of your membership in the I. A. D. M. *Do it today.*

C. E. WILSON,
Executive Committee, I. A. D. M.

Columbus Men Organize

ANOTHER local has been organized and applied for affiliation with the International Association of Display Men. The parent organization will act immediately and the Display Men's Association of Columbus, Ohio, will be prepared for big doings. As a little tip of what may be expected of this new club we mention the fact that it has held four meetings in a little over one month, the fourth meeting in conjunction with an elaborate banquet and entertainment.

The banquet was held on the evening of December 12, with over fifty men attending. W. R. Campbell, director of art in the public schools of Columbus, addressed the men on "Colors and Color Combinations."

The Association numbers forty men with the membership growing every day.

The line-up of officers augurs well for a most successful association, all being well known in the profession as men of ability and men who are in the habit of "doing things." Plans are already being made for attending in a body the 22nd Annual Convention of Display Men, to be held at Hotel Sherman, Chicago, July 14, 15, 16 and 17, 1919.

The officers of this new local are: President, Carl W. Ahlroth, display manager, Union Clothing Company; Vice-President, H. H. Tarrasch, display manager, F. & R. Lazarus & Company; Treasurer, A. M. Land; Secretary, John Piper; Assistant Secretary, Oscar C. Klein; Publicity Manager, H. L. Clover.

EDDIE LAMPRICH, who has been employed as display manager for Sisson Bros., Welden Company, and C. A. Weed & Company, Binghamton, New York, has opened a display service in Binghamton to be known as the "Eddie Lamprich" Display Company. Mr. Lamprich was the leading factor in organizing the Binghamton Association of Display Men and was its first president.

J. ALLYN DEAN, Display Manager for the Spokane Dry Goods Company, Spokane, Washington, called at the Secretary's office last week and said that the men of Spokane had voted unanimously to affiliate with the International Association. That is mighty good news, and men in other cities should follow the same course. One good man in every city can start the ball rolling.

A MOST realistic scenic reproduction of Niagara Falls was recently exhibited by the Denver Dry Goods Company, Denver, Colorado. The exhibition, mechanically operated, showed the falls as view from the Canadian side. Through some wonderful lighting effects, the water was shown at sunset, moonlight and dawn, rushing over the falls and rising in clouds of mist.

February Cover Design

REPRODUCED herewith is halftone illustration of the window setting suggestion which will appear on the front cover of the February issue of MERCHANTS RECORD AND SHOW WINDOW. The design is Gothic, and extremely practical and pleasing for window settings.



Complete details regarding the construction of this setting and its application to the windows and store interior will be given in the February issue of MERCHANTS RECORD AND SHOW WINDOW.

Window Setting Design No. 4

THE window setting suggestion shown in full color on the cover page of this issue presents the Elizabethan treatment of decoration. This design is indeed practical and may be easily adapted to the show window.

The Elizabethan style of decoration had its beginning about 1558 and though the reign ended in 1603 this type of decoration extended through the Jacobean period. Jacobean means, if anything, simply an Elizabethan development.

Associated with the Elizabethan period are liberally paneled rooms and stuccoed ceilings. We also find the guilloche, common in Assyrian and Byzantine art, and other simple details much used at this time owing to the fact that English workmen who copied the foreigners were restricted in their work to simple details, necessitated by the use of oak instead of the softer walnut, and this fact will aid one to determine the origin of the work of this period.

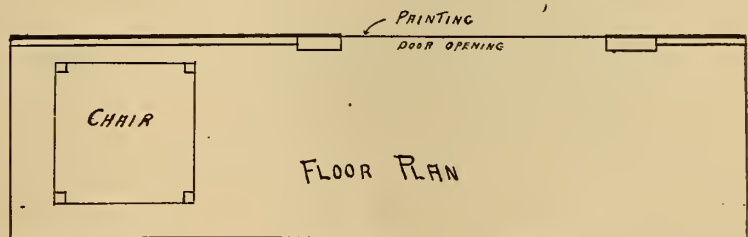
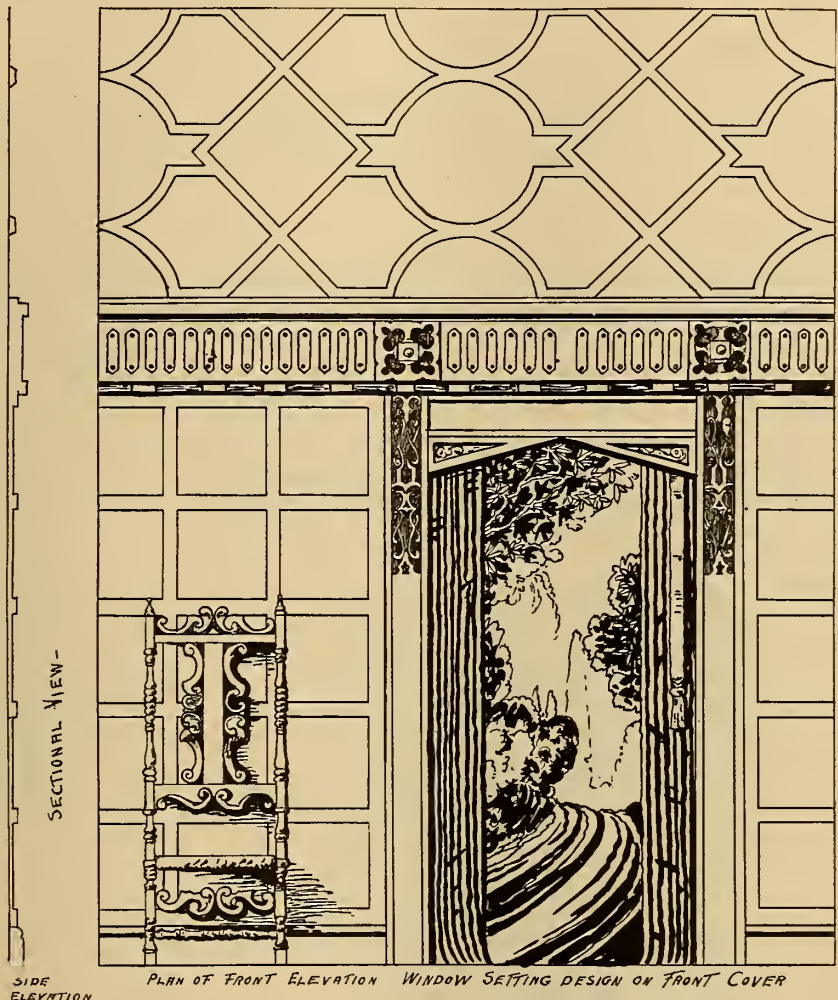
Elaborate interiors were of terra cotta, and stuccoed ceilings were of great beauty but confined mostly to palaces. The carving was in low relief. The "S" curve, the semi-circle and the interlaced semi-circle pattern, and "C" curves were common to this period. There was quite a consistency in the wood trims of houses, mantels, panelings, wainscotings and stucco work, but this was not carried to the furniture, which was usually Flemish, Dutch or French origin.

In the middle of the Jacobean period appeared a carved type of chair sometimes called Jacobean, sometimes Charles I, and if cane-seated, Charles II. It is easy to trace the Flemish origin in this even though English details adorn it.

In constructing a background of this period and similar to the design on the front cover you will find that oak is the best material to use for wood parts and furniture. The walls can be made of composition board and painted as design. Velour

may be used at either side of scenic. The ornamental parts can be hand-sawed.

There is on the market today several wood grain papers that would be excellent covering on the composition board used in this setting. In fact, unless you



are extremely clever with the brush it would be advisable to use one of these papers in preference to attempting to get the wood finish by the use of paint and brush. Consult the advertising section of this issue, or write to the office of MERCHANTS RECORD AND SHOW WINDOW for information regarding the various wood grain papers.

Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

VAN D. COPELAND, J. A. Rudy & Son,
Paducah, Kentucky.—PHOTOGRAPHS.
OSCAR F. RYAN, Anderson-Newcomb Co.,
Huntington, West Virginia.—PHOTOGRAPHS.
D. P. KANE, The James Hislop Co.,
New London, Connecticut.—PHOTOGRAPH.
H. H. HEIM, The Marston Co.,
San Diego, California.—PHOTOGRAPHS.
B. SMITH, The Bon Ton,
Altoona, Pennsylvania.—PHOTOGRAPH.
CHARLES W. MODEROW, Rudolph Wurlitzer Co.,
Chicago, Illinois.—PHOTOGRAPH.
EARL B. SMITH, Robert M. Varnon Co.,
Greenville, South Carolina.—PHOTOGRAPH.
EDWARD T. WIGG, Rosenberg's,
Evanston, Illinois.—PHOTOGRAPH.
WELCH-WILMARTH MFG. CO.,
Grand Rapids, Michigan.—FLOOR PLANS.
HARRY FOX, Rothstein's,
Newark, New Jersey.—PHOTOGRAPH.
GEORGE WALLACE HESS,
Chicago, Illinois.—SHOW CARDS.
T. GUY DUEY, Wurzburg's D. G. Co.,
Grand Rapids, Michigan.—DRAPES.
J. S. LEVY,
Pittsburgh, Pennsylvania.—SHOW CARDS, PRICE TICKETS.
CARL GOETTMANN, Joseph Horne Co.,
Pittsburgh, Pennsylvania.—PHOTOGRAPHS.
FRED ASHFIELD, Bryson, Graham, Ltd.,
Ottawa, Ontario.—PHOTOGRAPHS.
HOMER H. SEAY, Walker Dry Goods Co.,
Charleston, West Virginia.—BACKGROUND SUGGESTION.
NEWMAN DRY GOODS COMPANY,
Arkansas City, Kansas.—FLOOR PLANS.
F. E. OSGOOD, Newman Dry Goods Co.,
Arkansas City, Kansas.—PHOTOGRAPHS.
W. MURRAY CORDRY, Rosenbaum Bros.,
Cumberland, Maryland.—PHOTOGRAPH.

GEORGE W. ALLEN, Robert Fraser,
Utica, New York.—PHOTOGRAPH.
GEORGE B. SCOTT, Strouse & Brothers,
Evansville, Ind.—BACKGROUND SUGGESTION.
FRANK STECKBAUER, The Continental,
Oshkosh, Wis.—PHOTOGRAPHS.
E. T. WIGG, Palace Clothing Co.,
Tulsa, Okla.—PHOTOGRAPH.
EDMUND BORDELEAU, F. Limard & Co.,
St. Roche, Quebec.—PHOTOGRAPH.
BERT DANIELS, J. F. Cairns, Ltd.
Saskatoon, Saskatchewan.—PHOTOGRAPHS.
BEN J. MILLWARD, Mannheimer Bros.,
St. Paul, Minn.—PHOTOGRAPH.
R. T. WHITNAH, Crosby Bros. Company,
Topeka, Kansas.—PHOTOGRAPH.
L. L. WILKINS, JR., Crook-Record Co.,
Paris, Texas.—PHOTOGRAPHS.
J. P. NORTHROP, Tepper Bros.,
Elmira, New York.—PHOTOGRAPHS.
E. J. BERG, Burgess-Nash,
Omaha, Nebraska.—PHOTOGRAPHS.
GEORGE F. McCONNELL, Jassby's,
Montreal, Canada.—PHOTOGRAPHS.
MILTON HARTMANN, Brager's,
Baltimore, Md.—PHOTOGRAPH.
R. A. LEHRKE, N. Y. Dept. Store,
Nogales, Ariz.—NEWSPAPER ADVERTISEMENT.
J. C. BODINE, Bodine-Spanger,
Chicago, Ill.—WINDOW SETTING DESIGN.
MAX G. GOLD, The Famous,
McKeesport, Pa.—PHOTOGRAPH.
CHAS. W. MORTON, WEINSTOCK—Lubin,
Sacramento, Calif.—PHOTOGRAPH.
CLARENCE E. DUFF, The Leader,
Marietta, Ohio.—PHOTOGRAPH.

Foreign Trade Connections

MANUFACTURERS and merchants contemplating the possibilities of securing or developing foreign trade will be particularly interested in the invitation extended to them by L. E. Townsley, manager of the Foreign Trade Department, Paul R. Ruben & Company, 16 California Street, San Francisco, California. Mr. Townsley will leave this country the latter part of January for China, Japan, Philippines, Dutch East Indies, Straits Settlements and Australasia. He requests that parties interested send him information regarding products handled, with prices and terms to rated buyers, the qualities that recommend the preference for their goods, and catalogues.

Who's Who in the Profession

ASK ANY member of the International Association of Display Men who Ben is, and immediately he will say—"Ben Millward." Mr. Millward is that well-known in the profession, and what is more, is one of the most popular men in that big organization.

A leader in the display profession, a merchandising man of great ability, a strong executive, an organizer of more than usual ability and a "regular fellow"—that's Ben J. Millward, display manager for Mannheimer Brothers, St. Paul, Minnesota.



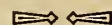
BEN J. MILLWARD

Mr. Millward's first experience in the display field dates back many years when he was assistant to Mr. Thieme, display manager for Donaldson's, Minneapolis. After five years in that capacity, he had become quite proficient in the art of display, and when the offer came from Mannheimer Bros., St. Paul, to assume charge of the decorating department of that big store, Mr. Millward had confidence in his ability to fill the position and accepted. His success in this position needs no elaboration here, his work having attracted nation-wide attention, and at the present time Mr. Millward is "going strong" at Mannheimer's.

He has always taken great interest in the affairs of the International Association of Display Men, contributing materially to the success of all the conventions of this body. He has been often honored with responsible offices in the Association and in 1916 lacked but a few votes of being elected president. He was the first president of the Twin

City Display Men's Club, and the members of this live local honored him with a second term. He has been awarded many prizes in display contests, including a beautiful collection of medals and many cash awards.

Ben, as the men call him, is always anxious to counsel the "little fellow," and many men who are today in responsible positions in some measure owe their present success to a timely tip or bit of advice from him.



W. MURRAY CORDRY lost no time in angling about on a sea of uncertainty. As soon as he had completed the high school course he immediately entered a nearby college where he applied himself faithfully in the business courses. This instruction completed he sought and secured the position of card writer for the Rosenbaum Brothers store, Cumberland, Maryland, where he spent several years before taking a position as assistant display manager with Byche Bros., a big men's furnishing store in Cumberland.



W. MURRAY CORDRY

Mr. Cordry's work improved rapidly and he soon became display manager for The Bon Marche, Washington, D. C. After three years in this position he was proffered a tempting proposition by Rosenbaum's, the store in which he received his first practical experience. Mr. Cordry accepted and is still head of the decorating department of this prosperous house. The work of Mr. Cordry has attracted much attention and the Rosenbaum store presents the finest fronts in Cumberland. All the

displays, including background construction and scenic work are handled by this efficient artist.

Mr. Cordry has been exceedingly successful in the various display contests having won one or more prizes in every contest in which he entered photographs. He captured three prizes at the recent I. A. D. M. convention and during the same month won 1st Prize of \$100.00 for the best display of a nationally known brand of athletic underwear.

Mr. Cordry is very popular amongst his many friends, and is an enthusiastic member of the International Association of Display Men.



Another Gold Star

G. E. MAGNUSEN, of Galesburg, Illinois, is another display man to make the supreme sacrifice while fighting for the liberty of mankind. Word has been received that Mr. Magnussen died in France, October 28. Pneumonia and gunshot wounds is given as the cause of his death.



G. E. MAGNUSEN

Mr. Magnussen went to Camp Grant, Rockford, Illinois, with a contingent of selected men early last June. In September he was sent to Camp Mills, Long Island, where he embarked for England. He immediately left for the fighting line and the only letter received from him since his arrival overseas was dated the 22d of September, his birthday. He was twenty-nine years old when he laid down his life.

Mr. Magnussen, while working as a bundle boy in the store of G. W. Marks, Galesburg, decided to learn more about window decorating and show card writing so he devoted every moment he possibly could with the purpose of becoming proficient in display work. He was exceedingly successful in grasping principles of display and it was not long before his work began to attract wide attention. During his all too short career he had held display manager's positions for the National Clothing Company, Ranney Shoe Company, The Continental and Jarl's stores of Galesburg.

For Our Advertisers

Bradford Opens New Salesroom

I. L. Bradford & Co. announce that after January 1st they will be located in their new show room, Room 818, Medinah Building, Chicago. This building is centrally located in the wholesale district at the corner of Wells and Jackson and is convenient to all out of town buyers.



IRVING L. BRADFORD

A full line of samples of the BRADFORD CHICAGO metal display fixtures will be shown at all times, and this season they will introduce a new line of enamelled display forms, the models of which have been designed to meet the present day styles, lines and propositions. Their line will include a full assortment of wood display fixtures in both the square and period designs, especially adapted for Men's stores.

With their own products, I. L. Bradford & Co., will also act as down-town agents for L. Baumann & Co., showing samples of Baumann's artificial flowers and store decorations.

Mr. Bradford, president of I. L. Bradford & Co., has been connected with the display fixture business for over fifteen years, and is the originator and inventor of a great many of the present devices in use for display purposes. His knowledge and experience in his chosen field is a guarantee that the products of his company will be designed and constructed not only to stand up and wear, but to fulfill the requirements of the most critical display men and merchants.

You owe it to yourself and your business to buy your store equipment as carefully and conscientiously as you do your merchandise, and Mr. Bradford wishes to announce that any merchant or display man is privileged to write to him for suggestions at any time without being under obligations to buy.



Parisian Types in Figures

Melius & Cowley, sole distributors for the French Wax Figure Company, have enlarged their show rooms in the Medinah Building, Jackson Boulevard, Chicago, and have on exhibition a beautiful and complete line of wax figures and papier mache decoratives.

Attracting special attention of buyers are the Parisian types of wax figures. They are of especial beauty, all different, and mounted on slender bodies without visible sup-

The Battle of Bullets Has Ended

The Battle of Business Has Begun



Your success in the battle of business depends on the ammunition with which you provide yourself. The best possible ammunition in the retail merchandising field is expert knowledge of Window Display, Card Writing and Advertising.

It is also essential that you have business training to win success in peace-time battles, just as it was necessary to have training in order to win battles of war.

The man who starts his training now is the man who will win out first.

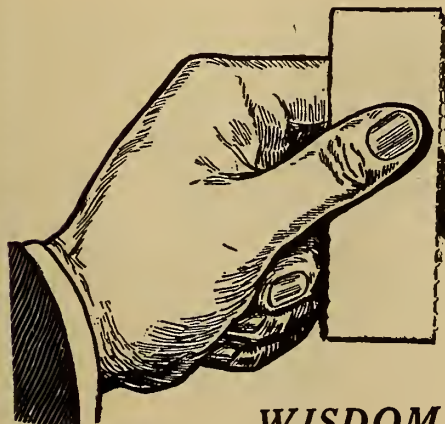
Never before in the history of retail merchandising have opportunities been so favorable as they are right now for those who have a real, genuine ambition to enter the retail publicity field as a means to a bigger salary and a more important position.

We have over two hundred position openings on file as this is being written. Some of these merchants have offered \$60.00 a week for a capable man. This not only indicates but proves conclusively the urgency of the present demand and the advantages offered by present conditions.

Those who get into the window display field NOW will have a tremendous advantage in their favor. Those who delay will certainly lose an opportunity. Why not make that extra effort now? The first 1919 class starts Monday, January 6th.

The KOESTER SCHOOL, 314 S. Franklin St., CHICAGO

USE THIS COUPON



THE KOESTER SCHOOL
314 S. Franklin St., Chicago. Ill.

Please send me at once full information on the following studies: ☐ Window Display ☐ Card Writing ☐ Advertising
☐ Scenic Painting.

Also send Circular of Card Writing Supplies .

Yours truly

Town

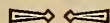
State.....



WISDOM BRINGS EFFICIENCY

ports. The figures are made of pure French wax and have a washable enamel finish. Should they become soiled, a sponge soaked in water will remove all traces of dirt.

A beautifully illustrated portfolio will be mailed on request.



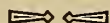
Modern Art Studios' Exposition

The Modern Art Studios announce the opening of their spring display exposition in their large show room at 431 North Clark Street, Chicago.

A beautiful line of spring backgrounds, screens, panels and pedestals are on display, presenting many new features in modern art decoration, and display men will find it a pleasure as well as a source of inspiration to visit this exhibition.

Benjamin Allaun and Frank A. Rosebrook, of the Modern Art Studios, have made a study of background designing and have that keen knowledge of what the display man desires in decoration, and in addition to ascertaining the needs of the decorator are able to produce high class work at unusually low prices. Though young in its years of existence the Modern Art Studios have a large clientele and is growing rapidly. The great increase in business during the year just closed made it necessary to materially enlarge their quarters.

A beautifully illustrated catalogue containing many pages of suggestions for the display man will be mailed on request. Write to the Modern Art Studios, 431 North Clark St., Chicago.



Period Furniture for Display Purposes

It will be well for display men to acquaint themselves with the many new and beautiful fixtures now being exhibited by Hugh Lyons & Company, Lansing, Mich. The Lyons' products are known throughout the country and are extremely popular with merchants and display men. This popularity is due to the perfection of the products sold by this big concern.

Specializing in period furniture—used for display services—has long been a forte with the Hugh Lyons artists. This year brings many new and beautiful designs for window and interior decorations. Write for their latest catalogue.

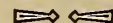


Ezy-Bilt Window Board

Display managers from all parts of the country are singing the praises of Ezy-Bilt window board, the product of the Hunt-Crawford Company, Coshocton, Ohio.

Though this board has been on the market but a short time it is being extensively used with great satisfaction by display man and merchant. It possesses all the peculiar characteristics required for window board and may be purchased at an extremely moderate price. Ezy-Bilt is impervious to weather conditions, can be finished in water or oil colors, is extremely light and flexible and does not bend or buckle.

Write for the price list and beautifully illustrated catalogue which contains complete information relative to the product and many valuable hints for the display man.



Big Business Ahead

J. H. DeWeese, president of the Onli-Wa Fixture Co., Dayton, Ohio, has just returned from a trip to the manufacturers of wood-working machinery, where he has purchased a carload of the newest type of machinery. He expects to have a greatly improved and increased line of display fixtures for the Spring trade. This concern will have some very new and attractive ideas for interior and window displays.

The Onli-Wa Fixture Company has been growing very fast since starting in 1915, and Mr. DeWeese is optimistic regarding the future business in the United States for retailers. He believes there will be more effort put in displaying of merchandise since the war is over, and competition will be keener, so that the store that looks ahead and prepares for the future will certainly receive their share of the new business.

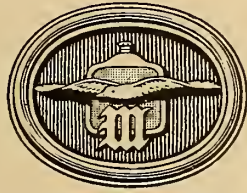


Early Spring Suggestion

The illustration below affords an interesting suggestion for spring window backgrounds, and is but a rough sketch of one of the many beautiful designs for early spring now on exhibition at the Henry Kratzner studios, 21 E. Van Buren street, Chicago.

This background represents a park scene in rich spring colors, green predominating. Display men will be interested in the idea advanced here regarding the particular treatment of the mirror in background. Display men who have mirror backgrounds will undoubtedly apply this suggestion to their advantage. The background shown here is made of composition board with design in center cut out, exposing the mirror in an odd carved frame with strips running across. The bottom is also composition board, and wood overlaps the painted scenic.





A WINNER on the Battle Field

Because of its dependable performance throughout four years of war service—

Its low consumption of fuel in countries where gasoline had to be rigidly conserved—

Its sturdy construction which required little attention to keep going at times and in places where drivers were inexperienced and field mechanics were scarce—

The White is the most widely used $1\frac{1}{2}$ —2-ton truck in army service here and overseas. It has been adopted as the standard U. S. Army truck of this capacity.

Now Produced for Industry

As the urgency of government demands has decreased, we are now in a position to resume commercial delivery of the $1\frac{1}{2}$ —2-ton model.

Shipments can be made to all industries.

THE WHITE COMPANY
CLEVELAND

WHITE TRUCKS

Movements of Display Men

BLAIR ANAWALT, show card and display specialist, has transferred his headquarters from Mount Union, Pa., to Wilmington, Delaware.

C. T. WILKERSON, formerly of Ada, Oklahoma, has accepted the display manager's post at the Westheimer & Daube store, Ardmore, Oklahoma.

M. A. GODARD, formerly employed in the display profession at Milton, Oregon, is now located at Walla Walla, Washington.

E MEIL F. IBITT, formerly of Chicago, is now employed in the profession at Kalamazoo, Michigan.

G. E. FERRON is now display manager for Marks-Isaacs Company, New Orleans, La. He was formerly with Cohen Bros., Jacksonville, Florida.

C RESCENCIO O. MORALES has resigned as display manager for H. G. Wendland & Company, Bay City, Michigan, and has returned to his native city, Monterey, N. L., Mexico.

HOWARD ALLEN is back on his old job as display manager for the May Shoe Company, Charleston, W. Va., after six months in the Officers Reserve.

E. T. WIGG, formerly display manager for Rosenberg's, Evanston, Ill., is now in charge of the windows of the Palace Clothing Store, Tulsa, Oklahoma.

E DWARD P. HOUK has received his discharge from the service and has accepted the display manager's post at the Wiler & Wise store, Logansport, Indiana.

O. C. LILES is now connected with B. G. Thompson & Son, Goldsboro, N. C. He was formerly display manager for W. M. Lang & Company, Farmville, N. C.

H. F. CRINKLAW, formerly display manager for Gildner Bros., Manchester, Iowa, has resigned to accept a similar position with the Syndicate Clothing Company, Cedar Rapids, Iowa.

CARL F. GOETTMAN, display manager for Joseph Horne Company, Pittsburgh, was a recent guest at the home of Mr. and Mrs. Clinton E. Smiley, Hyde Park Hotel, Chicago.

J. A. MOORE has resigned as display manager for Graham-Sykles Company, Muskogee, Okla., to accept a similar position with the Kerr Dry Goods Company, Oklahoma City, Oklahoma.

HARRY W. HOILE, ex-president of the International Association of Display Men, is now in charge of the decorating department of the M. Nathan & Bros. store, Johnstown, Pa.

BEN J. MILLWARD, display manager for Mannheimer Bros., St. Paul, Minn., and Dick Meyers, in charge of the decorating department of The Emporium, St. Paul, were in Chicago recently placing orders for Spring decoratives.

HARRY BURKHEIMER has returned to Charleston, W. Va., and is in charge of the display department of the Diamond Shoe & Garment Company. He was recently employed in Louisville, Kentucky.

JACK CRONAN, display manager for Bamberger's, Newark, N. J., was in Chicago recently, placing orders for spring decoratives. Mr. Cronan is doing some wonderful work in his present position and Bamberger's windows are attracting wide attention.

IRVING SCHWARCZ has resigned as display manager for R. H. Macy & Co., New York, and will be succeeded on January 1 by Mr. Rossiter, formerly with Lord & Taylor, but more recently in charge of the display department of Gorham Manufacturing Company, New York.

Smiley to be Located Permanently in Chicago

YOU all know Clinton E. Smiley, who has been in Chicago shaking hands with his old friends and making hosts of new ones. He will shortly have a commodious office and salesroom on the ground floor, in every way ready to meet the requirements of his trade and fully equipped to represent

J. R. PALMENBERGS SONS, Inc.

Manufacturers of Everything to DISPLAY Anything

PALMENBERG
Est. 1852

NORWICH
Est. 1879

KINDLIMANN
Est. 1887

63 and 65
West 36th Street
New York



No. 31497

Cherry tree, 30 inches
high, full of Glass Cherries,
each \$2.00 net.

Decorate for George Washington's Birthday

Do not delay your order for early
Spring Decorations

Write for Catalog No. 347

Carl Netschert Estate

12 N. Michigan Ave

Chicago, Ill

Asked and Answered

Portrait Medallions

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Kindly notify through your valuable "Asked and Answered" column where I may secure portrait medallions of the various victorious Army and Navy leaders.

Thanking you for this and past favors,

Yours truly, H. T. D., Wells, Me.

Answer—We refer you to the advertising pages of MERCHANTS RECORD AND SHOW WINDOW. You will find several manufacturers and dealers in portrait medallions of which you write. See the December ads of the Botanical Decorating Co., Chicago Statuary Manufacturing Company, Voigt Company.



Appropriate Pictures

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

In a recent issue of MERCHANTS RECORD AND SHOW WINDOW I noticed an announcement by one of your advertisers who had a line of patriotic pictures. I have loaned my RECORD to a fellow merchant and neglected to take the name of the advertiser. Would you be so kind as to furnish his name and the city in which his business is located?

I want to sincerely congratulate MERCHANTS RECORD AND SHOW WINDOW on its great work. I also owe you many thanks for the favors shown me. I have taken advantage of the Asked and Answered Department several times.

J. H. H., Milford, Mass.

Answer—The party to which you refer is W. Clement Moore, now located at Moorestown, N. J. Mr. Moore is a widely known publisher, and carries a line of beautiful and appropriate patriotic pictures.



Wants to Be a Display Man

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

I am located in a small town and employed in a general store. Our windows, two in number, have never had what I consider proper attention. I am anxious to learn window decorating and ask you what in your mind is the best way to go about it. What books should I have? Would you suggest a correspondence course?

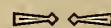
Would it be asking too much of you to answer these questions, and in addition, tell me how to make sunbursts? You may be sure that I appreciate your co-operation.

A. V. B., Adrian, Mich.

Answer—A book that should be in the possession of every man studying display work is "The Art of Decorating," published by Merchants Record Company, 431 South Dearborn St., Chicago. There are many other books extremely desirable and we are forwarding a list at once. However, the book referred to is undoubtedly the best published. It contains over 400 pages, covering all phases of window display and is profuse with illustrations.

A course at The Koester School, Chicago, would be to your advantage. Here you have the benefit of expert instructors, and the results attained by graduates of this well known institution are attracting wide attention.

A "sunburst" is an effect created by plaiting radiating in all directions from the central point. Measure the outside edge of frame and cut strips of material in the lengths required. Then plait in the center and tie with string. Nail to center of frame. Stretch them to the outer edges of frame.



Patronize Our Advertisers

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

I have been a constant reader of the valuable MERCHANTS RECORD AND SHOW WINDOW since my first venture into the merchandising business some ten years ago, and I feel that it is a duty incumbent on me to offer this word of praise. MERCHANTS RECORD AND SHOW WINDOW is to my mind the greatest publication in the merchandising field. Not only does it offer many suggestions for the display man and the advertising manager, but it contains much of interest and educational value for the managers of the various departments. Particularly welcomed by the merchant is the new department, Outfitting the Modern Store, and it is in this regard that I primarily write.

We are arranging for a new store, and ask you to put us in touch with the reliable parties. We are going into a building already used by another concern but plan on a new front, and general alterations of the interior. New equipment of all kinds will be installed.

H. & B. Company, Chelsea, Mass.

Answer—Thanks. We are glad you like our journal. The advertisers in MERCHANTS RECORD AND SHOW WINDOW are all well-known, reliable parties, and we offer as our best suggestion that you acquaint yourself with the various advertisers listed and their products, and correspond with them.



Plug Lettering Pens

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Our window display man has requested that we write you in regard to pens for card writing. He has particular reference to a plug lettering pen mentioned in Mr. Hess' article on "Show Cards and How to Make Them," published in the December MERCHANTS RECORD AND SHOW WINDOW. Are these pens used by most display men? Where may they be purchased?

Very truly,

C. Bros., Sacramento, Calif.

Answer—The pens to which you refer are used by hundreds of show card writers throughout the country. They may be secured from the following dealers: Bert L. Daily, Advertisers Building, Dayton, street, Chicago, Ill., and Supply Department, Koester School, 314 South Franklin street, Chicago.

PREPARE FOR SPRING



Your greatest appeal to the public is through the aid of your

SHOW WINDOWS

Make your Spring Exposition forceful and attractive. You know that you have the merchandise—that you can “deliver the goods.” Why not, in a convincing manner, let the public know it?

Let us be the advising Architects for your Spring Campaign. We can give you expert advice and we can furnish you with the best decorations for the purpose on the market.

Avoid delays by writing early.

Make Up Your Mind to Have the Best

Do not fail to visit our Show Rooms and Studio when in Chicago

The **BODINE-SPANJER & CO.** Designers and Manufacturers of Decorative
Backgrounds for Show Windows
1160 CHATHAM COURT, CHICAGO
Phone Diversey 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.

GEORGE A. SMITH, Eastern Representative, 1777 Broadway, NEW YORK, N. Y.



GARLANDS FLOWERS NEW ART PANELS

Spring Catalog Now on Press

L. BAUMANN & CO.

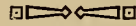
Leading Importers and Manufacturers

357-359 W. Chicago Ave.

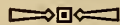
Chicago.

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



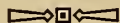
TAILORED SUITS REDUCED
COPIES OF HIGH-PRICED CREATIONS
HAND TAILORED—SILK LINED



FOUR HUNDRED CHARMING BLOUSES
FRESH, CRISP AND DAINTY
IN STYLES OF NEXT SPRING



REMARKABLE HALF-PRICE SALE
A REAL OPPORTUNITY TO BUY QUALITY
AND BUY IT AT LOW PRICE



VALUES EXTRAORDINARY
SPECIAL COATS FROM SURPLUS STOCK
VARIED ASSORTMENT, QUALITY HIGHEST



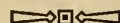
NEW SPRING PATTERNS
SHIRTS OF QUALITY—SELECTED
BEST VALUES IN TOWN



SHORT PRICES REACH TALL VALUES
A MOST COMPREHENSIVE ASSORTMENT
A CHANCE TO BUY BELOW THE MARKET



WHITE FROCKS FOR ROSY GIRLS
A LOVELY COLLECTION OF WHITE LAWN
WITH STITCHING AND SMOCKING IN BLUE
FOR GIRLS OF TWO TO SIX YEARS

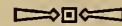


THERE'S A DIFFERENCE IN BARGAINS
SOME ARE IN NAME ONLY
OUR'S ANSWERS THE DESCRIPTION
IN QUALITY AND PRICE

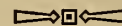


MATCHLESS SILKS AT UNMATCHED
PRICES
DELICATE AND TEMPTING
A DREAM OF SILKEN BEAUTY

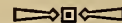
FIGURES TELL A STORY
STRONGER IS THE STORY OF QUALITY
A ROUSING SALE OF MEN'S SUITS



WARM UNDERWEAR FOR COLD WEATHER
THAT TIGHT FEELING MISSING
GIVES CHEERY WARMTH—LOW IN PRICE



ART WINS THE HEART
ARTISTIC FURNITURE DOES THE SAME
LET US FURNISH THE HOME



"COLDER TOMORROW"
PROTECT YOUR EARS WITH A—CAP
PRICE?—COME IN AND SEE



LOOK AT THESE CHILDREN'S SHOES
THE KIND THAT STAND WEAR
SHOES THAT SAVE MONEY



WE'RE GLAD TO HAVE YOU LOOK
WE KNOW THEY WILL APPEAL
PLEASURE AND PROFIT IN ONE



WHAT ARE YOU DOING ABOUT CLOTHES?
SHUN HIGH COST OF CHEAP GOODS
WE MAINTAIN HIGHEST STANDARD
LET US SHOW YOU



TRY THIS STORE
BETTER GOODS FOR LESS MONEY
BETTER QUALITIES FOR LESS PROFIT
BETTER VALUES MORE SATISFACTION



UTMOST IN COMFORT AND SERVICE
THESE SHOES FOR THE KIDDIES
STURDIEST MATERIALS—MASTER
CRAFTSMEN



SPRING BACKGROUND SUGGESTION

High class Scenery painted to order for
**Show Windows and Exhibition
Backgrounds;** also Mural Decorations.

HENRY KRATZNER, 21 East Van Buren St.
CHICAGO, ILLINOIS

Guarantee

My guarantee is absolutely hole-proof. If

"Perfect Stroke"

Brushes and Supplies

don't do work that is superior on every count, then I'll make good with a vengeance. I couldn't make this statement if I didn't know that hundreds of card writers agree with me.

The boys in France have learned to use only the best articles for their work. That's why "Perfect Stroke" brushes and supplies will be demanded by those returning Yanks who will soon be taking up their old work of card-writing.

BERT L. DAILY
Advertisers Bldg.
Dayton, Ohio

Catalog M-1 gives you full details and price list. Send for your copy today.

THESE TWO BOOKS MORE VALUABLE THAN EVER

KOESTER SCHOOL BOOK OF DRAPING



By
GEO. J. COWAN and Will H. BATES

The less experienced display man who is now doing the work of the expert display manager, who is in Service, will find these books just what he needs to help him put in attractive, correct and business producing displays.

KOESTER SCHOOL BOOK OF DRAPING

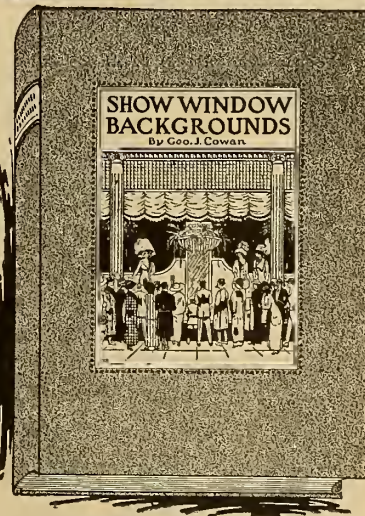
The hardest phase of all window work is to drape fabrics correctly. This is fully explained and illustrated in this 500 page book, showing 1,000 drapes and 1,200 illustrations. Arranged in the form of lessons and used as a text book in The Koester School of Window Display. Handsomely bound in cloth. Price.....

\$3.00

SHOW WINDOW BACKGROUNDS

One of the most helpful window display books published. Has a background idea for every need. Author is Mr. Geo. J. Cowan, Pres. of The Koester School. 236 pages. 150 different backgrounds illustrated and described. Many printed in colors. Price.....

\$1.50



Shipped anywhere POSTPAID upon receipt of price.

Merchants Record ^AND ^DShow Window

431 S. Dearborn St., Chicago

I saw it in the January "Merchants Record"—Page 57

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Gloves of Fashion for Service—The best gloves from Europe and America. Complete and in every way desirable. Our gloves can be relied on for permanent satisfaction as well as for style. *Women's French Kid Gloves*, \$2.45—Of splendid quality black or white French kid, in 2-clasp style, with self or contrasting embroidery.

These \$60 Luxurious Overcoats, \$43.50—The comparison is accurate. We have overcoats in our regular stock at \$60 in which the fabric is no better in quality than these fine "Hockinum" fabrics. Add to this fact the heavy all-silk lining and you have as fine a coat as any man could want.

The Girl in Business Will Like a Tub Silk Waist—These have white grounds and colored satin stripes in blue, black, lavender or bright rose, used singly or in candy-stripe combinations. The collars can be worn high or low and the waists are cut on the simplest tailored lines. \$3.25. Tailored waists of white or colored striped madras and waists of white voile with a corded stripe also have convertible collars. \$1.50.

Here They Are!—There has been a great scarcity of black sateen bloomers, but a generous shipment has just arrived. They have elastic at the waist and knees and are \$1.25 a pair.

Silk Negligees at \$8.75 Are Very Exceptional—200 in the group; \$10 to \$15 grades. Five clever models in crepe de chine of excellent quality. One is a slip-over model; daintily finished with tiny rosebuds and satin ribbon streamers. Another is cut on perfectly straight lines, with collar and sleeve ruffles of hemstitched crepe Georgette. One is hand-embroidered in self colors—pink, blue, rose, copenhagen blue, wistaria, maize, navy blue, and black.

There's Nothing Much Warmer than a Fur-Cloth Coat—It seems to turn the wind as nothing else, except real fur does, and will stand a great amount of wear. Some of the Hudson seal fur-cloth coats look so much like fur that you almost have to touch them to tell the difference. A great many styles are here, trimmed with fur or fur fabric; they are in regular sizes and in extra sizes up to 53. \$24.75 to \$85.

Party Frocks for Junior Girls—Dreams of loveliness in Georgette and Georgette-and-net! Nothing else would half describe them, for they are lovelier than any frocks we have had. Delicate pinks and blues predominate and sometimes in combinations of the two. French knots, beautiful satin ribbon and hemstitching are the only additional adornment to the beauty of lines and material. Underskirts are mostly of net. On opening the box that houses such a frock as these a girl of 12 years to 16 will be only capable of breathing an awed "Oh!" \$18.75, \$19.75 and \$22.50.

New Neckwear for a Man at 50c—Many of our manufacturers predicted that there would be no 50c neckwear, but in spite of their pessimism here are many good-looking four-in-hand ties of silk and of artificial silk, in many designs and colorings.

Great Coats for Men Who Are Much Outdoors—They're of very heavy all-wool Oxford frieze, so thick and warm that winter will have to blow his hardest to get through. The collars can be fastened snug under the chin, and the slanting pockets are deep enough to thrust hands, gloves and all into. Some of the coats are lined throughout, some lined through the shoulders. In appearance they are very similar to the coats worn by naval officers. Men who drive their own cars or who are much outdoors will find these coats exactly what they need.

Diamond and Platinum Jewelry Which Is Priced Much Below Its Actual Worth—The masterpieces of the jeweler's art described herewith are of genuine platinum, set with the finest of diamonds. Since their purchase, abnormal demands for platinum by essential industries sent prices to an unprecedented level. Prices here announced are based on costs prevailing before the recent increases became effective, it being our policy to share any such market advantages we may have with our esteemed clientele.

Lovely Silk Underthings—And an unusual opportunity to secure them at low prices. *Dainty Camisoles*, \$1.19. Wash satin and crepe de chine in many attractive styles, trimmed with sheer laces or neat hemstitching. *Envelope Chemise*, \$2.50. Crepe de chine and Jap silk, tailored style, hemstitched and with ribbon shoulder strap styles or dainty lace effects. *Silk Bloomers*, \$3. Crepe de chine and wash satin, finished with hemstitched ruffles.

Blouses—Unusual Values at \$5 and \$5.95—Blouses of fine crepe de chine, of wash satins and of Georgette crepe in white and flesh pink, in a very remarkable assortment of styles from the simplest tailored model to those hand-embroidered and beaded for occasions of dress. Some are very practical, designed for day wear with tailored suits. Others will find their best expressions with a smart, fancy skirt for evening wear in the home, at the matinee or some of the more informal occasions of the social season. Square necks with panel fronts, round neck, collarless or with collars, in slip-on or slip-over effect. V necks in a variety with flat or shawl collars. Some styles are finely tucked. Here and there is one with a touch of fine lace. Some have the zest of color contrast. Also a number in the good suit shades, including some of the darker tones.

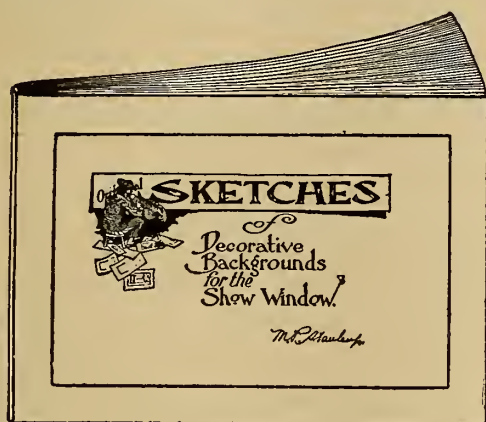
Modern Art Backgrounds

OUR New 1919 Spring Circular is ready for delivery with a showing of latest ideas in effects that will make your display a complete success. Special designs submitted on request. Send your measurements.

OUR GENERAL CATALOGUE MAILED FOR THE ASKING

MODERN ART STUDIOS
431 N. Clark St., Chicago

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

NEBEN

*Oriental Crepe
Cretonne & Silk Moire Crepe*

— PAPERS —

The Finest Decorative Paper in the World—
Marvelous Color Effects for Window
and Interior Decorations

UNLIMITED POSSIBILITIES for the Neben Oriental Crepe, Cretonne and Moire Papers for window decorations will make the customers stare with amazement at the gorgeousness of the window display.

SAMPLES AND PRICES, with any other information you may desire, will be sent upon request. In order to receive your goods in time, send orders by return mail after you receive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc.
127 TO 137 BEEKMAN ST.
NEW YORK, U. S. A.



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes and Velours

Main Office and Factory: 538 FEDERAL ST., CAMDEN, N. J.

WINDOW TRIMMERS CARD WRITERS

Triple Your Earnings

A boy or girl can letter 5 to 10 times as many price tickets as the best show card writer with Our Hand Style Type and Any Kind of Printing Press run by hand, foot or power.

Our type is an exact reproduction of hand lettering.

You can do \$25 to \$100 worth of tickets daily if you have the work.

Outfit Complete including Printing Press **\$45.**

Write for Samples and Descriptive Matter

PITTSBURGH HAND STYLE TYPE & DEPT. M 410 Third Ave. Pittsburgh, Pa.



—found! the BOOK that tells you the HOW for every Retail Advertising problem of *your* store

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas, Words to Use, Use of Prices, Displaying Items and Prices, Preparing Advertising Copy for the Printer, Use of Type, Use of Illustrations—advertising every department of the store (a chapter devoted to each department), How to Get Assistance from the Local Papers, Advertising for Each Month of the Year (a separate article for each month), Season Advertising (an article for each season), General Advertising (Booklets, Circulars), Newspapers, Bill-boards, Show Windows, Delivery, Classified, Educational Features, Co-operation, Honesty in Advertising, Individuality, Schemes, Premiums, Street Car, Mail Department, How to Write Advertising, How Much to Spend, Bookkeeping and System, Catalogue Making, Advertising Your Town, Special Sale Advertising, with examples, Correspondence, Competition, Describing Items, Interior Display, Card Writing, Headlines, Humor in Advertising, etc.

1000 Advertising Phrases

That alone are worth the price of the book. Hundreds of the very latest types of illustrations with valuable chapter on Chalk Plate Making, Parcel Post, etc., etc. This book is used as a text book by the Koester School in its Advertising Classes, and this new and larger edition has been thoroughly revised by the Advertising Instructor of this school.

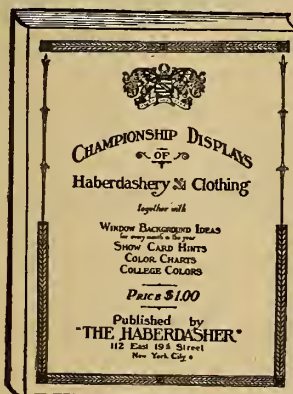
Will Increase Profits

Every store must do some advertising. Every store should have this book, as it will answer any question which may come up relative to the store's advertising. It is a complete reference library, fully illustrated. This entire volume is devoted exclusively to the subject of Retail Advertising. Bound in full cloth, sent postage prepaid any place in the United States (money must accompany all orders).

Only
\$2.00

Book sent prepaid to any address upon receipt of price. MERCHANTS RECORD & SHOW WINDOW, CHICAGO

Collection of Some of Latest Displays of Clothing and Haberdashery



There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.

431 So. Dearborn Street

Chicago, Illinois



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 alphabets, 32 sets of numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

Merchants Record Co.

Book Dept.

431 S. Dearborn St., Chicago

Air Brush

with pencil grip

WOLD

1919 Type "U"



(EXACT SIZE)

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. Chicago



No. 9



No. 308



No. 10

Klee "De Luxe" Fixtures

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

ORNAMENTAL FINISHES

Gold Antique, Silver White Ivory French Grey and Black Relief
White Ivory and Gold Relief French Grey and White Relief
French Grey and Ivory Relief

No. 9. 8", 12", 18", 24" high; 6" base, 6 1/2"x 10 3/4" top...\$2.00	No. 308. 8" high, 5 1/2" base, 5 1/2" top...\$2.00	No. 10. 4" high, (back), 7x 11" top....\$2.00
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Klee Display Fixture Co
ROCHESTER, NEW YORK

FEATHER FLOWERS

AN EXCLUSIVE DECORATION
A WORK OF ART

DE WITT SISTERS FEATHER FLOWERS
—EXCLUSIVELY—
GRAND BOULEVARD - BATTLE CREEK, MICHIGAN



All Broken
Fingers Gone

Use "Over Night"

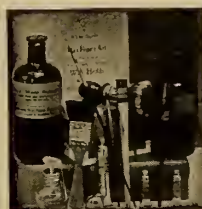
wax cement—joints solid as welded iron—Tube \$1.00.

JULIUS BLUMENTHAL, 166 N. State Street, Chicago
Wax Figures Refinished, Repaired, Marcel Wave Hairdressing only

Outfits Every Store Should Have

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your U enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms.\$1.75
No. 2 outfit will clean and refinish 200 forms.2.50
No. 3 outfit will clean and refinish 300 forms.3.50
No. 4 outfit will clean and refinish 500 forms.5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....\$1.25
16 ounces net weight.	Price.....1.75
32 ounces net weight.	Price.....2.50
48 ounces net weight.	Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

HELP WANTED—Display man to work in as assistant in large Dept. Store in western city. Salary \$25.00 to start. Splendid opportunity and future for a live young man. Address Box 340, MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.

WINDOW TRIMMER AND CARD WRITER—For popular price department store. To men of ideas and ambitions this opportunity means much. Send samples of work, references and salary expected. Immediate position. All communications confidential. Federman's, 84-86 So. Main St., Akron, O.

ADVERTISING AND SALES PROMOTION MAN—For popular price department store; must have broad actual department store experience. Personal interview or submit copies of work. Also references. All communications confidential. Address Opportunity, General Delivery, Akron, Ohio.

WANTED—Show Card Writer at once. I will furnish shop and all material and plenty of work. Pay liberal salary, or take a hustler on a 50-50 basis. Must be fast worker. Good Big opportunity for a live wire. Don't waste my time if you are not qualified. Eight-hour day, one-half day Saturday. Address Box 341, MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.

WANTED—A Window Trimmer and Card Writer who is experienced in trimming Clothing, Furnishings and Hat Windows. Store located on corner with seven windows. State references—salary expected. Send sample copy of Card Work. Apply to Goldschmid Bros., Goldschmid Bldg., Altoona, Pa.

FOR SALE—Eight spring and scenic paintings by "Bodine." In perfect condition, just like new. All are 8 feet in height, one 16 feet long, one 10 feet long, one 7 feet, one 6 feet, four 4 feet. The 10-foot is the original Butterfly painting, the others mostly bird scenes. Cost \$200.00, will sell for \$100.00 or singly at 25 cents a square foot. Address Box 342, MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.

NAME CUTS—Have an attractive Name Cut made, for printing in Your Ads, on Letterheads, Cards, Circulars, etc. Send for Big Sheet of Sample style Name Cuts. Address Syndicate Engraving Co., 16 East 23rd St., New York.

WANTED—Window Trimmer and Card Writer. Werner & Werner, St. Louis, require the services of a very experienced window trimmer and card writer; must have had actual experience in highest grade unit trims, have first-class reference, and must be extra good card writer. Write or wire application for position, stating firms you have been connected with, giving references and stating salary. Address Werner & Werner, Quality Corner, on Locust St., at Sixth, St. Louis, Mo.



Walters' Ideal Pocket Hammer

DISPLAY MEN—Is the best tool ever invented for Display Men and Window Dressers. Fills every want. Is only 4 1/4 inches long. Contains Pin, Tack, Nail Puller and Screw Driver all in one. Has been tested and tried for 10 years in window work by the inventor. Saves Patience, Pockets and Profanity. Sent postpaid for 75c.

J. M. WALTERS, MFR., 220 South Benton Way, LOS ANGELES, CAL.

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

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WOMEN Learn Show Card Writing

Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have women card writers to take the place of the men who are still in the service.

EARN \$22.00 TO \$48.00 WEEKLY
Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. **FREE** outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 **MICH.**
Oldest and largest school of its kind in the world.



**Best and
Cheapest
Price
Card, Stands,
Easels, Etc.**



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

LET YOUR NEXT FLORAL DECORATIONS BEAR THIS LABEL "Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St. New York City



Onli-Wa Pedestals

in your windows with other fixtures will build up your window trims to meet your prospects' eyes. Send for catalogue of new ideas for display.

Onli-Wa Fixture Co.
Dayton, Ohio

Originators of Practical Display
Fixtures



Imitation

Wood Grain Papers
For Show Window
Backgrounds.

Cover Design of This Issue

of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Seasons Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides dozens of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 116 Set has 36 Interchangeable Younits For Dress Goods Window Trims, \$27.50

Send for catalog. Established 39 Years. Order direct or thru your Jobber.

The Oscar Onken Co. 3752 Fourth Street Cincinnati, Ohio, U. S. A.

USE OUR "RELIABLE SECONDS" IN SHOWCARD BOARDS (WHITE AND COLORED) AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO

*Merchants Record
and Show Window
February, 1919*



The House Exceptional For Fixtures and Forms of Merit



No. 832 AE-WM.

BRANCH OFFICES:
DETROIT, MICH.
PITTSBURGH, PA.

FACTORY:
ROCHESTER, N. Y.

Originators
Designers and
Manufacturers
of
Metal and Wood Display
Fixtures
Wax Figures and Forms
Specializing in
Ornamented Period and Hand
Carved Wood Fixtures.

THE BARLOW-KIMNET CO.

Office and Salesroom

724 Broadway, N. Y.

Write for Latest Folder No. 12M.



No. 832 AE-CP.

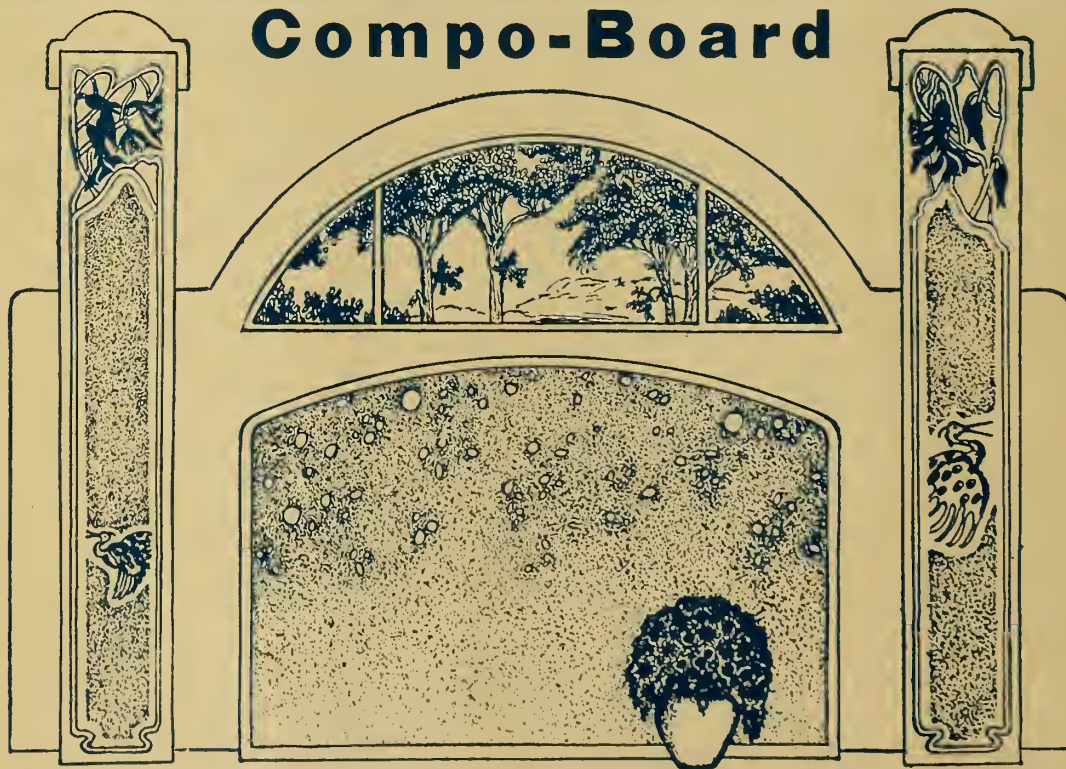
BRANCH OFFICES:
BOSTON, MASS.
BUFFALO, N. Y.

FACTORY:
HOLYOKE, MASS.

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Compo-Board

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Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board. Send for free illustrated book, together with samples and prices.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

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Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

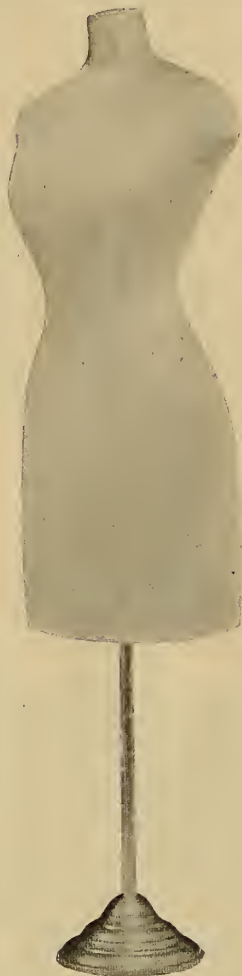
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VOLUME XLIV

NUMBER 2

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Get Your Papier Mache Forms NOW

prepare for Spring garment business. Sell more goods by showing them on forms. Our forms are kept strictly up-to-the-minute in style, thus imparting a distinctiveness in your garments impossible to obtain in old forms.

These indestructible forms have most realistic flesh finish that is guaranteed unbreakable and

washable. Being the oldest and largest manufacturers of forms and figures gives us the advantage of knowledge and manufacturing facilities that make it possible for us to offer you the very best forms on the market for the lowest price. You can show your flapper garments now because we can furnish you our special sizes 13, 15 and 17 years.

Buy your forms from a dependable maker and you will find they are better in design and in construction. That's how we keep our customers.

Write for complete information

French Wax Figure Co.

CHICAGO OFFICE, 822 Medinah Bldg.

MILWAUKEE.....70 W. Water St.
KANSAS CITY.....15 W. 9th St.
LOS ANGELES.....202 E. 4th St.

Goodform

TRADE MARK

Whenever you get window fixtures insist on the kind. The *Goodform* name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims
will be of service
to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

THE BOYS —are— Coming Home

DECORATE
YOUR WINDOWS
IN HONOR OF THE EVENT

We offer a complete line of decorations for this particular trim

Send for Circulars

DOTY & SCRIMGEOUR
SALES CO., INC.

74 Duane St.
New York

We are moving into
our new quarters
at 30 Reade St.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS



A Background Worthy of the Goods

Rich in color, attractively panelled, dignified in effect—a worthy setting for the finest goods you may have to display. Such is the Beaver Board background.



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

With all its unlimited opportunities for beautiful window display, Beaver Board is practical. It is quickly redecorated to suit the various seasons. The panels are easily removed and quickly replaced; it is a versatile background material that lends itself to every type of display.

While Beaver Board meets its greatest use in backgrounds, it is an ideal material for cutouts, frames, pedestals and other window display features. For partitions and booths in any part of the store this sturdy material will give most practical service.

Beaver Board is a product of the forests. It is built up into large, flawless panels from the pure fibres of the spruce tree. It is these lumber qualities that give it permanence and utility.

Beaver Board is easy to get. Most lumber and building material dealers carry it in stock. You can always tell the genuine Beaver Board by the trade mark on the back of every panel.

THE BEAVER BOARD COMPANIES
42 Beaver Road Buffalo, N. Y.

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, Ottawa, Can., and London, Eng.

Manufacturers also of Beaver Greenboard and Beaver Blackboard

Distributors in principal cities, dealers everywhere

Beautiful Spring Windows with Natural Greens



SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1.....\$1.00	Case No. 4.....\$3.50
Case No. 2.....2.00	Case No. 5.....4.00
Case No. 3.....3.00	Case No. 6.....4.50

Caldwell's Natural Greens will bring the full meaning of spring to your windows. Caldwell's Natural Greens are gathered in the woods and shipped fresh, soft and luxurious.

My natural evergreens used as your window decoration will double the attractiveness of your merchandise over what can be accomplished with the artificial kind of stuff.

Here are a few of my evergreens. Please note that I quote the same old prices.

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller. Packed in same size cases as Southern Smilax. Same prices.

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes(5 to 6 feet, \$0.50 each.			

CHAMAEROP PALM CROWNS

Fine for window decoration; also good sellers for home and church decoration. Placed in a vase of water, they cannot be told from a natural plant.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet25	3.00	20.00
6 feet30	3.50	25.00
Assorted sizes		3.00	20.00
Extra large, 7 to 10 feet, 50c and \$1.00 each.			

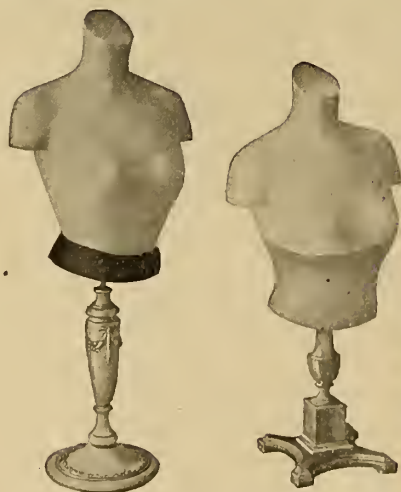
SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customers this season? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

CALDWELL The Woodsman Company

EVERGREEN, ALABAMA

The Hecht Fixture Co. CHICAGO



We have beautiful, distinctive forms with any style mountings, all styles of Display Fixtures, whether of metal, wood or glass; also Hangers, Racks, Plush, etc.

Regarding Valances—We carry a very large stock for immediate delivery; styles shown in our Catalog "E," also samples sent on application.

Our Catalog "E" shows Forms, Metal Fixtures, Racks, Hangers, Valances, etc. We also have Catalog "L" of Period Wood Fixtures and Catalog "G. G." of Glass Fixtures.

Good Merchandise—Prices Right—Always Courteous and Correct Treatment.

VISIT OUR MODERN SHOW ROOM

The Hecht Fixture Co.

Office and Salesroom:
Medinah Bldg.

**Wells St. and Jackson Blvd.
Chicago**

BUY GOOD FIGURES

"Quality is remembered long after price is forgotten," is especially true of Wax Figures. A poor figure is poor at the start and rapidly grows worse. A good figure increases your sales immediately and will last a lifetime.

More and more ready made garments are being sold each year and the only logical way of displaying them is to show them on figures.

French Wax and Parione Figures come in complete range of prices and styles ranging from tiny tots to grey heads.



A NEW MODEL OF DE LUXE WAX

DE LUX Wax Figures

Craftsmanship and artistry find their highest expression in these superfine Wax Figures. Designed by the foremost artist in wax and made by the most experienced organization in America. We offer ten exclusive new designs for 1919.

Write for Catalog and Portfolio of Wax Figures, Parione and Paper Mache Forms



PARIONE

PARIONE Vogue Figures

Introduced and manufactured exclusively by us. Have met with wonderful success wherever used. Distinctive and voguish in appearance. Exquisite modeling and coloring. Unbreakable, washable and with interchangeable real or modeled hair.

French Wax Figure Company

Chicago Office: 822 Medinah Building.

FACTORY: 70 W. Water St., Milwaukee, Wis.

Kansas City: 15 W. Ninth St.

The most beautiful line of Cloth Decorations on the market to select from. Our materials are the highest quality and our prices are right. Place your orders at once.

5463

5472

5538

640

5576

5540

5482

5474

5401

5470

5462

5538

5570

5480

5572

When ordering from the following numbers be sure and mention the colors. Flowers come in pink or purple, or any color to order. Foliage in light or dark green.

No. 5401. Window Set Piece with hand-painted scenery, size 36x56 inches, \$4.50 each.

No. 5463. Wild Rose Branch, 18x52 inches, \$1.25 each, \$13.50 dozen.

No. 5470. Wistaria Branch, 22x48 inches, flowers in pink only, 95 cents each, \$9.50 dozen.

No. 5472. Morning Glory Branch, 16x50 inches, \$1.25 each, \$12.00 dozen.

No. 5538. Apple Blossom Vine, 12 leaves and 12 flowers, \$1.95 dozen, \$21.50 gross.

No. 5536. Wild Rose Vine, 12 leaves and 4 flowers, \$1.95 dozen, \$21.50 gross.

No. 5462. Rambler Rose Branch, 45 inches long, 95 cents each, \$4.60 dozen.

No. 6140. Rose, 24-inch stem, in crimson only, \$4.50 dozen.

No. 5540. Wistaria Vine, in pink only, \$3.50 dozen, \$37.50 gross.

No. 5467. Daisy Spray, 18x36 high, 75 cents each, \$7.50 dozen.

No. 5482. Wild Rose Branch, 14x29 inches, \$4.25 dozen.

No. 5480. Dogwood Spray. 12x28 inches, \$3.00 dozen.

No. 5576. Cherry Blossom Basket, 18x33 inches, \$3.00 each.

No. 5574. Set Piece, hand painted, water color, spring scenes, 28x48, \$8.50 each.

No. 5570. Set Piece with Basket Pot, 18x45, \$2.50 each.

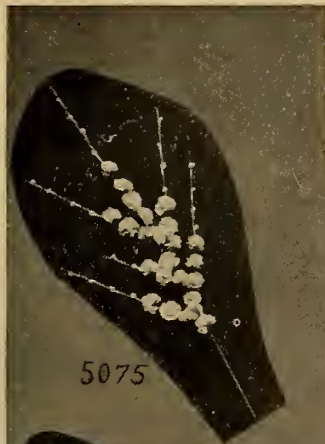
No. 5572. Trellis Decoration, 24x48, \$4.50 each.

J.F. Gasthoff & Co.

Leading Manufacturers of Artificial Flowers and Decorative Supplies,

Danville, Illinois

Here are a few of the most important numbers of our wonderful line of paper decorations. The coloring and quality are the very best and the prices are very reasonable.



5075



5060



1553



5090



1248



9026



5400



5072



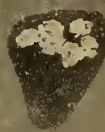
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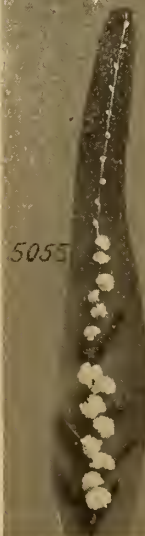
3024



607



5055



3027

The following numbers come in Pink, Lavender, Purple and Yellow, or any special color to order.

No. 5400. Window Set Piece, 36x64 inches, \$3.50 each, \$36.00 dozen.

No. 5075. Almond Blossom Spray, shaded in two tints, 14x30 inches, \$3.00 dozen, \$30.00 gross.

No. 5072. Foliage suitable for Almond or Wistaria Blossom Foliage, 18x24 inches, solid green or pink and white tinted, 75 cents dozen, \$7.50 gross.

No. 3024. Wistaria Flowers with three branches, 14x17, in pink or lavender, \$9.00 gross.

No. 3022. Wistaria Flowers, only \$4.50 gross.

No. 5060. Wistaria Blossoms—
12-inch, 65 cents dozen, \$6.00 gross.
18-inch, 75 cents dozen, \$7.50 gross.
24-inch, \$1.35 dozen, \$15.00 gross.
36-inch, \$2.25 dozen, \$24.00 gross.

No. 607. Ivy Vine, 12 leaves, 95 cents dozen, \$10.00 gross.

No. 1553. Smilax Vine, 12 leaves, 95 cents dozen, \$10.00 gross.

No. 5090. Wild Rose Vine, pink or lavender, \$1.75 dozen, \$18.00 gross.

No. 1248. Cherry Blossom Spray, \$3.00 dozen.

No. 9026. Tissue Oak Spray, 18x36, \$1.25 dozen, \$12.00 gross.

No. 5074. Mammoth American Beauty Rose, 36-inch stem, red, white, yellow or pink tint, \$2.25 dozen, \$24.00 gross.

No. 5055. Primrose Stalk, pink or lavender, 50 inches high, \$3.00 dozen, \$30.00 gross.

No. 3027. Wistaria Vine, 12 leaves, 3 flowers, pink or lavender, \$1.95 dozen; \$21.50 gross.

No. 1000. Fern Leaves, come in three sizes, 12-18 inches, 75 cents dozen, \$9.00 gross.

Loose Apple Blossoms, regular size, with centers, \$3.85 per thousand.

Large Apple Blossoms, without centers, \$3.15 per thousand.

Regular Size Apple Blossoms in Cloth, with centers, 85 cents gross.

Apple Blossom Foliage, with stem, \$3.50 per thousand.

Write for our Spring Folder.

Don't forget us on Palm Plants or Palm Trees. We have the best on the market. Write for prices.

J.F.GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies,
Danville, Illinois

Better Displays and Oftener with



The adaptability of **EZY-BILT** window board to backgrounds, figures, relief ornaments, etc., can be demonstrated with your displays.

The possibilities with **EZY-BILT** are unlimited. Clever ideas can be worked with **EZY-BILT** that will attract more attention to your windows.

EZY-BILT must not be confused with ordinary wall board, but is an ex-

clusive window board. Easily cut with a knife and will not *warp, bend, buckle or sag*. No frame work required—no expensive carpentering.

EZY-BILT window board has received the endorsement of the leading display men.

**EZY-
BILT-**



**WINDOW
BOARD**

A background that is easily constructed with EZY-BILT.

The articles appearing on pages 20 and 30 of the January issue of Merchants Record and Show Window, illustrate excellent Background Suggestions that can be worked with EZY-BILT.

A folder showing the "workability" of EZY-BILT and a good sized sample sent on request. A trial package will prove its merits. Take advantage of our Special Introductory Offer.

Special Introductory Offer

This offer is for our two new sizes as follows:

14 sheets, size 36x48", \$5
11 sheets, size 36x60", \$5

Order one of these packages today and
**GIVE EZY-BILT
A TRIAL**

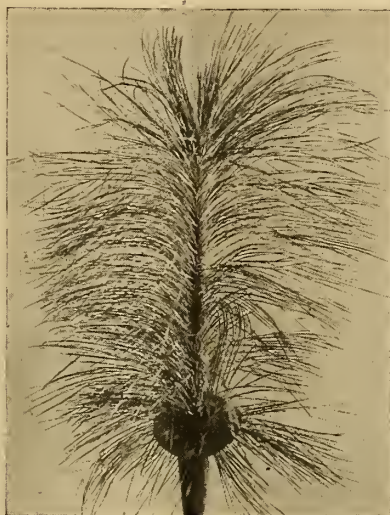
HUNT-CRAWFORD COMPANY Coshocton, Ohio

Natural Decoratives

are the most effective decorations for
SPRING DISPLAYS

Nothing will give such a degree of freshness to your displays of merchandise as these decoratives that nature has provided. It is quite absurd to attempt to decorate your windows or interior for Spring with anything but nature's products. Just stop to think of it a moment and you will realize how impossible it is to imitate nature with artificial greens, especially in the joyous Spring time.

Hundreds of stores are becoming converted every season to the appropriateness of using nature's offerings for their decorations.



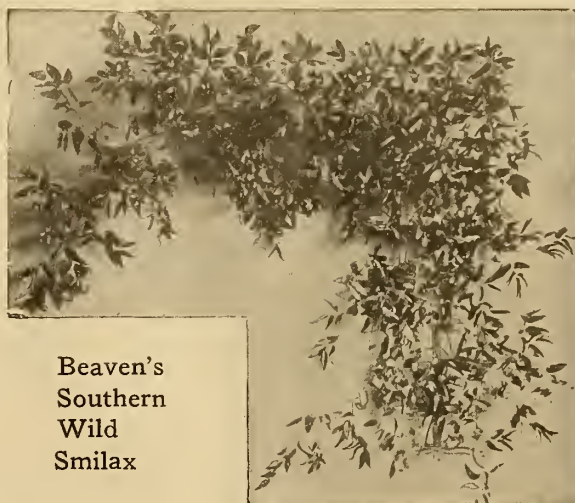
LONG NEEDLEPINE

This popular green gives just the desired effect and finish to any display.



MAGNOLIA WREATH

It is absolutely impossible to describe in mere words the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.



**Beaven's
Southern
Wild
Smilax**

My Wild Smilax is of the superior quality that comes to you selected, all fresh and bright. When put up as a decorative it retains its attractiveness in color, grace and beauty for weeks.

PLAN NOW to make your June Bridal displays complete by using a liberal supply of "Beaven's Southern Wild Smilax."

Display men in various parts of the country are adding to their incomes by decorating houses and homes for June Weddings. For these decorations nothing can take the place of the use of my combination of nature's foliage.



Palm Leaves

MAGNOLIA FOLIAGE

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich soft brown. You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....\$1.00 No. 3.....\$3.00 No. 5.....\$4.00
No. 2.....2.00 No. 4.....3.50 No. 6.....4.50

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Cover Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

LONG NEEDLE PINES } 2 ft. Each 10c Dozen \$1.00 Per 100 \$ 6.00
As beautiful as palms in } 3 ft. 15c 1.50 9.00
decorations. } 4 ft. 20c 2.00 11.00

CHAMAEROPS PALM LEAVES } 25c per doz.
SABAL PALM LEAVES } \$2.50 per 100.

CHAMAEROPS PALM CROWNS } 3 ft. 15c Each Doz. Per 100
Our native palm plants with their } 4 ft. 20c \$1.50 \$11.00
roots removed. } 5 ft. 25c 2.25 15.00

SOUTHERN GREY MOSS, 25-lb. sack, \$3.00.
BEAVEN'S GREEN SHEET MOSS (Fadeless). A splendid show window floor covering; price, \$4.00 a sack.

Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Beaven's Floral Decorations (partial list and quotations given above) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.

E. A. Beaven Company
EVERGREEN :: :: :: ALABAMA

The **WELCH-Wilmarth** LINES of Grand Rapids

WELCH-WILMARTH Method in Merchandising Store Equipment is not an expense—it's an economy. Here's unimpeachable proof of it:

I. Friedlich, President
Allan Friedlich, Vice-Pres.

Arthur J. Feder, General Mgr.
Warren P. Brown, Sec'y. Treas.

"Largest Because Best"

THE UTICA

I. & A. Friedlich Co.

Clothing, Hats, Furnishings for Men and Boys
Sixth and Walnut Streets Des Moines, Iowa

The Welch-Wilmarth Lines,
Grand Rapids, Mich.

Dec. 28th, 1918.

Gentlemen:—

The holiday season just ended has been the largest in volume in the history of this store, and has exemplified clearly to us the very great asset we have in our new store fixtures which your firm installed for us some eight months ago.

We have always felt that the volume of business our store handles during the twenty-one days just preceding Christmas, is the real test, not only of our organization, but of our store arrangement and our store fixtures as well, and although our 1917 Christmas business was the previous high mark, yet our 1918 Christmas business, particularly in Men's Furnishings, showed a very material increase in the volume of sales, and was handled with fifteen percent less clerks.

In my duties as merchandise manager for the store, I have found a very great advantage in being able to easily observe any unnecessary accumulation of merchandise, which is difficult to detect in the old way of handling stock in boxes and drawers.

Another point brought to our attention by our customers is the convenience of being able to practically select their own merchandise, as they can see a major portion of the stock through the glass in the doors and the drawers; this, by the way, aided us in having our customers make quicker selections.

May I take this opportunity of personally thanking you for your very earnest and able efforts in helping us with the planning of our store during the reconstruction; and now when we are so well pleased with the results, it did not seem fair to you for us not to at least acknowledge our appreciation.

Very truly yours, A. J. FEDER, Manager.

Welch-Wilmarth representatives will be glad to give **YOU** concrete demonstrations of how Method in Merchandising will lower **YOUR** overhead—increase **YOUR** sales. Just a card—or line—no obligation.

Welch-Wilmarth Companies
Grand Rapids, Mich.

Showrooms—New York, Chicago, St. Louis, Pittsburgh.

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIV
NUMBER 2

FEBRUARY, 1919

Single Copies
Thirty-five Cents

Successful Organization Plan

Rather unique organization plan at Magee's, Lincoln, Nebraska, given by executives as tremendous factor in the store's rapid development—all department heads financially interested—beautiful modern building now completed.



THE fine, new building of the Magee Clothing Company, Lincoln, Nebraska, was completed just before January 1st, and is a three-story affair with full basement. It is constructed of reinforced concrete and terra-cotta—absolutely fireproof.



MAGEE'S NEW STORE, LINCOLN, NEB.

It is located on the corner of what is considered the busiest street in Lincoln and is fifty by one hundred and forty-two feet. It has approximately 28,000 square feet of floor space and the building and equipment cost in the neighborhood of \$130,000.

In reciting the success of Magee's, one cannot but have foremost in his mind the somewhat unique organization plan which, no doubt, has been a tremendous factor in the success of this enterprise. In fact, the officers of the organization freely acknowl-

edge that the co-operative system has been mainly responsible for the store's position amongst competitors and in the patronage of the shopping public of Lincoln.

Each of the department heads are financially interested in the corporation, and none will be employed in that capacity but those whom the management consider as being worthy to become a stockholder in the business. This plan and regulation has no doubt been



FITTED WITH LATEST EQUIPMENT.

responsible in a great measure for the phenomenal growth which the store has experienced.

The new Magee building was started on March 1, 1918, and was completed December 15, 1918. Shortly after the building foundation was laid, O. N. Magee,



MEN'S SUIT DEPARTMENT, MAGEE'S.

founder and president and the active manager of the business, was called by death. The plans of the late president have been carried out just as he would have had them and his efforts towards organization manifested themselves in no uncertain manner in the results. There were no hesitations in the plans for the completion of the new building.

Cases and Cabinets Glass Covered

All fixtures are of the most up-to-date style. Merchandise is kept free from dust and dirt in glass-covered cases and cabinets. The cash register system, with telephone authorization for charges, is installed. This feature, together with views of the various pieces of equipment, are clearly shown in the accompanying illustrations.

In the center of the first floor are two large oblong-shaped sections. In one are counters devoted to men's gloves, hosiery, belts, handkerchiefs and suspenders. In the second department, suit cases and bags, umbrellas, vests and house coats are handled. At the right of the store as one enters is the large department de-

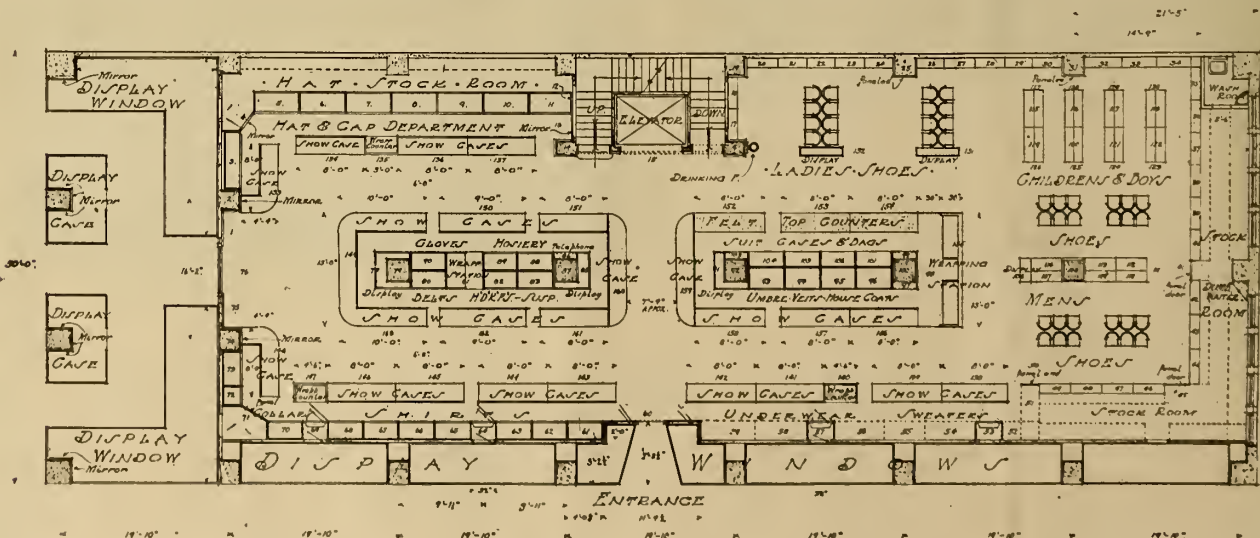
voted to men's shirts, and adjoining that, a section for underwear and sweaters. At the extreme right, at the rear of the store, a stock room is located. Opposite the shirt department, at the left of the entrance, is a section for hats and caps. In the rear of this department is the hat stock room. The passenger elevators adjoin this department. Next is the ladies' shoe department. The entire rear is given over to men's, children's and boys' shoes.

The large, spacious aisles and the enclosed, dust-proof cabinets and display cases are particular features of the first floor. The great stretches of window display space facing on two prominent streets afford tremendous advantages. The plan of window space may be seen in the plan of the first floor, reproduced herewith.

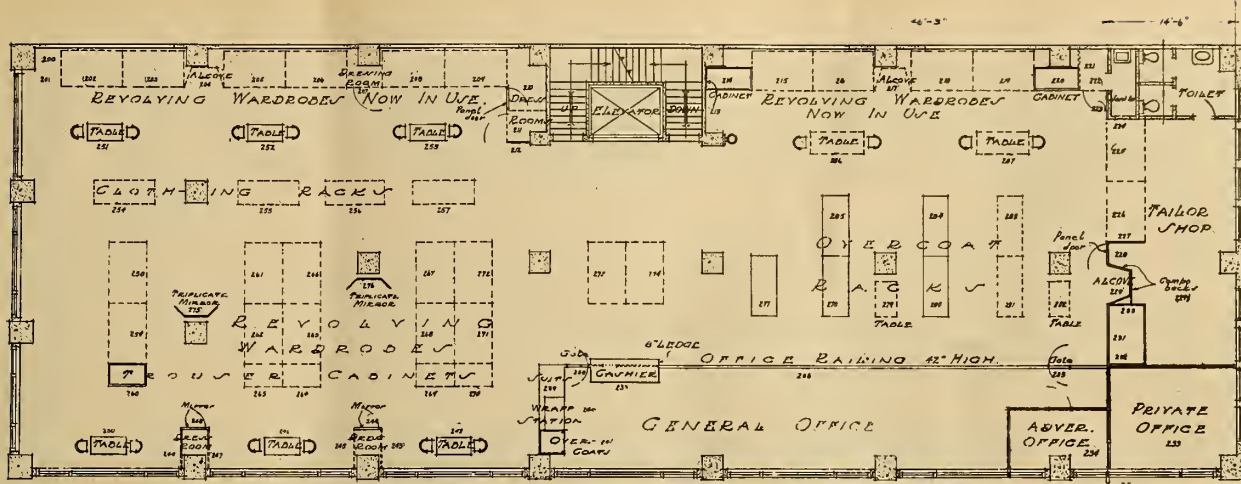


SHIRT AND COLLAR CABINETS.

On the second floor is the big department devoted to men's suits, overcoats, et cetera. All merchandise is protected in glass-covered revolving cabinets and racks. At the rear of this floor is located the tailoring shop. On this floor also is the general offices of the corporation, also the advertising department. At the extreme rear and at the right is the private office.



PLAN OF FIRST FLOOR FIXTURES, MAGEE'S CLOTHING COMPANY, LINCOLN, NEB.



PLAN OF SECOND FLOOR, MAGEE'S CLOTHING COMPANY, LINCOLN, NEBRASKA.

On the third floor to the right of the passenger elevators is a series of seventeen glass-covered, revolving cabinets, in which women's garments are exhibited. At the rear of this section of cabinets is a large stock room. To the left of the elevators is another series of cabinets and wardrobes in the front of which are several tables. Directly in front of the tables and in the center of the floor is a large counter surrounded with showcases. At this department women's and misses' furnishings are handled. Opposite this center section, and on the Twelfth street side, is the section given over to boys' hats, caps and pants. Adjoining this department and to the right are several sections for hosiery, sweaters, shirtwaists, wash suits, et cetera. Fitting rooms and stock rooms are also located in the rear of these sections. A large work room is at the rear, where also is a spacious rest room.

THIS display, illustrated below, and by C. A. F. Smith, display manager for Herpolsheimer, was occasioned by the Pink Ball, an annual society event, conducted by the Grand Rapids Babies' Welfare Guild, Grand Rapids, Michigan.

The mammoth pink ball was made by covering a wire frame with fine mesh wire and was given the soft, fluffy, lustrous appearance by the puffing of best quality pink sateen. It is mounted on a raised platform which is covered with the same rich looking pink material. The dainty apple blossom sprays adorning the top and base added to the setting. The baby figure surmounting the ball is dressed in dainty white, the pink touch being given in the little hairband.

The selling force of the window was apparent by the number of gowns sold for this event.



DISPLAY BY C. A. F. SMITH, FOR HERPOLSHEIMER'S, GRAND RAPIDS, MICHIGAN.

Simplifying Spring Opening Displays

Individual set pieces and simple units provide appropriate, inexpensive and practical settings that can be adapted to a wide variety of arrangements



By George A. Smith

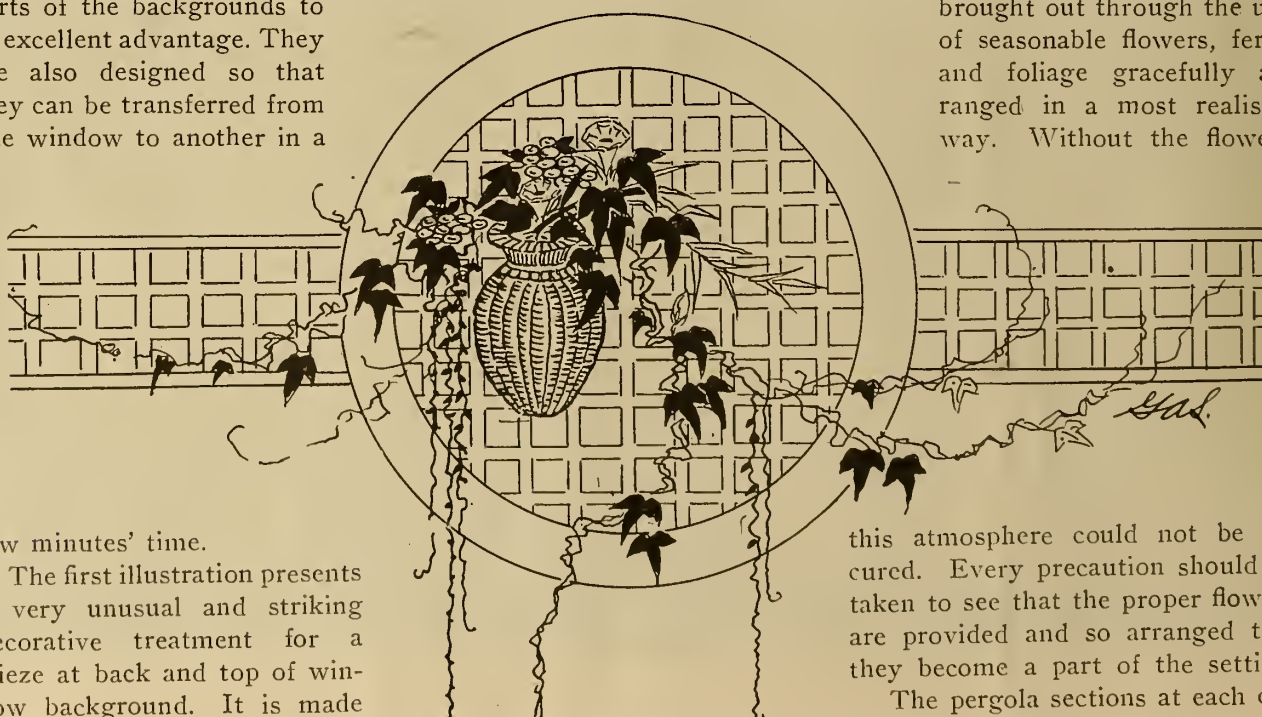
FOR the display man who desires simple settings for the Spring Opening displays, I am herewith presenting several ideas that may be utilized in any number of ways, particularly for those who require something simple and of such a nature that they do not cover up only a small portion of the background proper.

This method and style of background I find to be very much favored where the store's background proper is of a high class type and especially those that show the natural grain of the woods from which they are constructed. In designing these ideas I figured there were a good many display men who would possibly require a few last minute ideas which they could utilize and make up in jig-time. Then, on the other hand, there are ideas presented that make it possible for the display man to use parts of the backgrounds to an excellent advantage. They are also designed so that they can be transferred from one window to another in a

few minutes' time. up from narrow wooden strips attached to a wooden framework. It may be painted in any color you desire. A Japanese wicker basket painted a dull gold is wired to the lattice in the position shown. Vines and flowers are arranged in a very pleasant manner over face of lattice work. This provides a very good setting which is most suitable to a display of millinery or foot wear.

The second illustration, you will find, possesses a number of ideas in its make-up that can be used as a whole or individually. For example, the central lattice unit can be used separately with excellent effect in most any size window and on the other hand it goes very well with the accompanying end pieces.

The entire idea in this setting represents the out-of-doors with its spring atmosphere so forcibly brought out through the use of seasonable flowers, ferns and foliage gracefully arranged in a most realistic way. Without the flowers



few minutes' time.

The first illustration presents a very unusual and striking decorative treatment for a frieze at back and top of window background. It is made

this atmosphere could not be secured. Every precaution should be taken to see that the proper flowers are provided and so arranged that they become a part of the setting.

The pergola sections at each end



BACKGROUND SUGGESTION BY GEORGE A. SMITH, NEW YORK CITY.

can be made up from seven-eighth inch lumber to conform the frame work over which a facing of wall board may be applied. This is then treated to a covering of imitation marble or onyx paper. The central latticed section may be made up from narrow wooden strips painted in a color to conform with the color of end sections. A matting of imitation grass or green felt may be used as a floor covering. Attention is directed to the natural and graceful arrangement of the artificial flowers and foliage. This setting can be backed up with a delicately painted scenic drop or it may be used in con-

nection with the background proper. Other suggestions as to its uses would be to utilize the end sections separately, or you may place one of the end sections in front and center of central section. The foliage, when arranged accordingly, will make a very striking background.

As a parting word, I wish to advise you to strive to keep your settings simple yet elegant in finish throughout. Do not conglomerate your displays with a jumbled up mess of flowers and foliage in conjunction with a setting that does not mean anything.



DISPLAY BY JACK CAMERON, FOR HARRIS-EMERY, DES MOINES, IOWA.

Newspaper Advertising

The retail advertiser considers the newspapers as the most important channel through which to reach the shopping public—The fourth of a series of articles dealing with retail advertising in its varied forms—A few examples of trade pulling copy.

THERE seems to be a decided demand for the "combination man." He has always been extremely popular with the smaller town merchants, but now we receive more and more urgent demands from the medium size cities, and often, the big towns, for a man who can display merchandise and do something else in connection. One merchant desires a department head who is also capable of arranging attractive displays, another wants a display man and show card writer, while a third offers a decent living wage to a man who, in addition to handling the display work, can prepare advertising copy for the daily newspapers.

Undoubtedly, the display man would quickly grasp the art of writing advertising copy should he apply himself. In fact this work of displaying merchandise in the windows is closely connected to the advertising man's duty of telling the people at home about it. It is in the belief that display men, at

THE DALLAS MORNING NEWS, SUNDAY, JANUARY 10, 1926—PART FIVE.

W.A. GREEN CO.

A Great Sale of Winter Weight Knit Underwear Commences Monday
For Men, Women, Children and Infants—at Big Savings

Special Sale Men's Fine Hose

Silks

Final Clearance of Coats and Suits

White Goods Specials

Women's Fine Footwear

Sale of Girls' Coats

WOMEN'S UNDERWEAR

Men's Underwear

Children's Underwear

Infants' Underwear

Special Sale Women's Fine Hose

Woolens

HELENA TALKS—No. 4

The United States Government must consider Helene an ideal business—she is a woman who knows the general and financial value of her own business.

New York Store

THE STORE OF ALL THE PEOPLE.

This Store Is a Great Friend to the Man or Woman Who Likes the Best Merchandise and Who Still Like to Be Economical

The New Neckwear

The New Hats

Many of the Best Dressed Women Wear Two Brassieres or Bandeaux

Many Homes Need One of These Small Rugs

More than twenty demands for men of the third class were received at the office of this publication during the last thirty days, and a continuance of the demand we may reasonably expect.

least a great number of them, are interested in the newspaper advertising of the merchandise they themselves advertise through the show window that it is attempted each month in this department to bring out a few interesting features relative to the writing, arrangement, lay-out and placing of advertising copy.

While it is true that thousands of stores have gone out of business principally because they did not advertise, many good, substantial concerns have gone on for years without the advantage of advertising. However, the latter part of this statement more aptly applies to the old days and not to the present with its hustling, energetic competition. The prosperous, expanding businesses of today owe the great share of their success to advertising.

It is an established fact that there is a certain

mentality—it may be individual or composite—behind every business, and it is most necessary that this mentality manifest itself in the various departments of the business. Peculiarly pertinent is its connection or association to the head of the advertising department. Here, above all places, should the mental element of the business be understood and the proper importance attached to it. The copy prepared for advertisements and publicity matter of all kinds should not fail to evidence or express the vital thought which has been the most potent instrument in making the store or business successful.

The advertising department of the retail store, just as in any other business, needs the co-operation of the various other departments and the wise advertising manager will see that he gets it, while at the same time placing the facilities of his department at the disposal of other heads where it is for the best interest to do so. Where the constituent forces of a retail store, or any other business, harmonize, there usually will one find a successful enterprise. It is this team-work, this pulling together

STIX, BAER & FULLER

THE DOWNTOWN STORE

Washable Fabrics

Specials

Glove Sale

Housewares Specially Priced

SILKS

Corsets

Bedding

The Misses' Store

Girls' Wash Dresses

Wonderful Sale of Bed Sheets

that makes for success. Every department of the business, every one employed in the various departments are members of a vast machine, all forming in the composite the character, progressiveness and energy of the enterprise. And the force of organization is a strong argument for the advertising manager and one that has much influence on the possible purchasers.

The advertisement, be it newspaper or another form, acts as an introduction. It first concerns itself with the goods and prospective buyer, and its purpose is to create desire and induce action in the form of sale. Seemingly a very simple task—this

AT TIMES, WEDNESDAY EVENING, JAN. 15, 1919.

Fraser-Paterson Co.

Dr. J. W. Edwards in charge of our Optical Section

Women's High-Grade Dresses

Special \$32.50

Formerly \$45.00, \$50.00, \$55.00 and \$65.00


CHARMING, correct, new frocks for street and afternoon wear; a limited number to be disposed of at this very low price.

Beautiful Dresses of taffeta, velveteen, serge and combinations of serge and Georgette.

Colors include brown, black, green, navy blue, tan and gray.

Effective trimmings of beads, lace, silks and satins in keeping with the correct trimming ideas.

Special on Thursday



Women's High-Grade Winter Coats

Special, Thursday, \$29.50

That Were Priced \$35.00, \$38.75 and \$45.00

SPLENDID, high-grade Coats of rich plushes, caraculs, velveteens, velours and burells.

The season's correct styles, with large convertible collars of velvet, plush and self material.

Well-made, full, roomy Coats for practical wear. Navy blue, black, green, brown, rose and attractive mixtures.

Special on Thursday



Nainsooks

Special January Sale

of Bedding

OFFERING substantial savings on thoroughly dependable quality Nainsooks.

Each piece contains 12 yards and offers splendid value at the January Sale price.

\$4.45 12 yard piece for \$3.00

\$4.50 12 yard piece for \$3.15

\$4.60 12 yard piece for \$3.30

\$4.70 12 yard piece for \$3.45

\$4.80 12 yard piece for \$3.60

\$4.90 12 yard piece for \$3.75

\$5.00 12 yard piece for \$3.90

\$5.10 12 yard piece for \$4.05

\$5.20 12 yard piece for \$4.20

\$5.30 12 yard piece for \$4.35

\$5.40 12 yard piece for \$4.50

\$5.50 12 yard piece for \$4.65

\$5.60 12 yard piece for \$4.80

\$5.70 12 yard piece for \$4.95

\$5.80 12 yard piece for \$5.10

\$5.90 12 yard piece for \$5.25

\$6.00 12 yard piece for \$5.40

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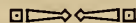
\$52.00 12 yard piece for \$74.40

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How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

ANY time a particular pen, stencil, ink or any other item used by a cardwriter is spoken of in these columns, a flood of letters comes to the editor asking where such may be had.


If you are interested in this line you owe it to yourself to get the catalogs of the dealers advertising. They, not I, can supply you with anything referred to in these articles.

It's about as hard to write articles on this subject

without stepping on someone's toes as it is to discuss religion without wounding someone's feelings. Opinions we may have, and if we are honest in them, I see no reason why, as long as we respect the other fellow's, we should not express our own.

If all the world thought alike there would be no horse trades.

A few months ago I commented on the fact that pen makers should pay a little heed to seeing that



Kayser
Heavy Silk Gloves

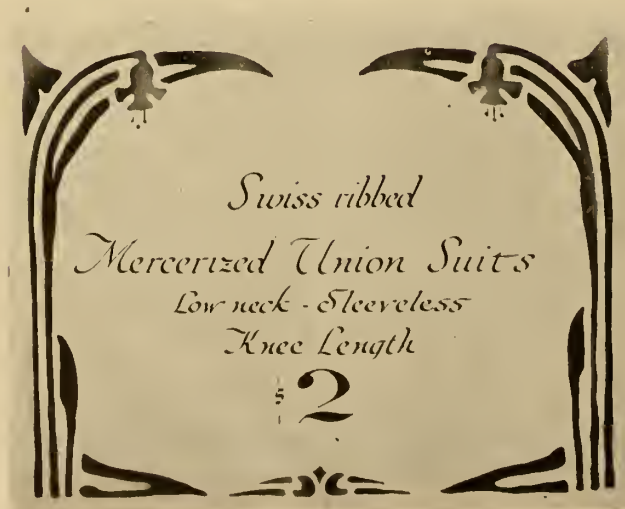
*White - Black,
Gray - Brown*

\$1.50




New Blouses
from the Phillipines

\$7.50



Swiss ribbed
Mercerized Union Suits
*Low neck - Sleeveless
Knee Length*

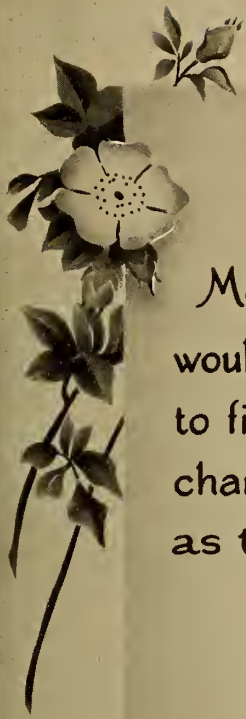
\$2



Imported
Printed Voiles

*Ranging from the quaint
and subdued to the
strikingly brilliant*

68¢
yrd.



Most women
would hardly hope
to find such
charming frocks
as these at

\$15.

The newest
in
Spring Suits

*A showing of
the most
distinctive
modes*

\$35

users of their product had a suitable ink to use.

This month I am going to suggest that with the popularity—a deserved popularity—of the air brush it is about time that some manufacturer put a small electric air compressor on the market.

I know enough of mechanics to know it can be done for half the price of any now on the market. A few months ago I was walking in Michigan avenue in automobile row and there I saw a sturdy automobile tire compressor, selling at retail at \$18.00. By an expenditure of \$20.00 to \$25.00 I could have made a crackerjack electric compressor of same and far more compact than any compressor made.

With carbonic gas selling at \$4.00 a twenty-pound drum something must be done toward getting out an inexpensive compressor—it can be done. Coupled with the fact that carbonic gas is a brewery by-product and the breweries done for, we cannot expect gas at a low price any more.

There is one thing I want to warn you about and that is, don't let anyone charge you a war tax on carbonic gas if used for the air brush.

War tax only applies to gas when used in saloons or at soda fountains.

The stencils used this month can be had from

practically any dealer in air brushes or cardwriters' supplies. There are some things I have decided opinions on and one of them is that any person who has anything to sell to a craftsman should do everything in his power to make the use of that thing a success. I have only contempt for the person who sells a thing to an innocent purchaser that is useless or not practical and where the seller knows it.

Good tools mean better workmen, better wages and more or heavier buyers.

In my early boyhood days I was gulled into using the automatic shading pen. At nineteen I was considered the cleverest or one of the cleverest manipulators of it in the country.

Editors of penmanship papers pushed the bunk along—and they knew better—I didn't. I was the green country kid that didn't know anything then and not much more now, but I do know this, that if I were to express my opinion of an automatic shading pen and send it through the mails, I would be in Leavenworth for the rest of my days.

Buy supplies with care and follow "big business" in buying them. Actually it is true, that if a high class metropolitan store shuns the use of a certain thing that it is safe logic for the small dealer to follow suit.



SHOW CARDS BY PAUL E. GRUBER, GROVE BROTHERS, HAGERSTOWN, MARYLAND.

An old friend of mine now "gone west" once said to me "George, there's only one party for a gentleman to belong to and that is the Republican."

We all cannot be gentlemen in this sense, then, but in setting a standard to go by in card-writing or window decorating, or anything else, it pays to follow the ideas of the big, successful business men.

This is the reconstruction era. Let's cut out everything worthless, insist on the best, and do your best.

At Easter time, if the pebbled mat board is used, you can get a smart effect by using gold bronze ink on same, or gold bronze mixed in Japan gold size, and a camel hair japanner brush used for lettering with the latter.

Gold will show up better on a pebbled surface always—the light strikes in the depressions and re-

flects, and this cannot occur on smooth board. In buying bronze for this purpose, any dealer advertising will tell you the kind to get and I would direct you to them instead of a local dealer.

In cutting stencils get a good knife—a fine piece of carborundum on which to keep it sharpened, and cut on an old piece of cardboard, not glass, tin or zinc.

The present period offers an elegant opportunity for skilled text-pen letterers. Honor rolls, soldier's service records and little sets of resolutions for the boys who won't come back are being ordered by the thousand around the country.

That is why it will pay you to master pen-lettering—it will ever gain in popularity and there will always be a big demand for it.



Notes from New York

Elaborate showing of gowns and hats for southern wear—Headgear for the fastidious women—Mr. Kratz pays fine tribute to Col. Roosevelt—Schmidt back at Arnold, Constable & Company after overseas service.



By F. F. Purdy

THE display managers of our main shopping district paid rather more attention this year than usual to the showing of gowns and hats for southern wear. They started earlier than common, made some larger displays, and some windows were devoted to this purpose for a longer period. At Best & Co.'s on Christmas week, Mr. Trehwella had one whole side of his front windows filled with millinery for southern wear, something never done before at Best's at that time. Later, bathing suits were shown here in a strong display. The floors of the windows were covered with grass mats, and orange trees, and palm trees six feet high flourished. Franklin Simon & Co. had a southern showing in for two weeks with suitable changes, but featuring

for the fortnight this attractive merchandise. Orange trees and small grass rugs set off the display well and there were excellent displays of novelty underwear for southern use, as well as gowns and millinery, and bathing suits. Lord & Taylor opened up their southern show with the entire Fifth avenue front beautified with a background covered with crimson rambler roses. A most varied assortment of Palm Beach wearables was shown, including evening and morning gowns, sport suits, bathing suits and millinery. All the prominent stores devoted considerable attention to this feature.

Several of our leading high-class specialty houses have representation at the important southern resorts like Palm Beach, Miami, Asheville, N. C., and



PLATE No. 1018. DISPLAY BY LESLIE D. SLACK FOR DENECKE'S, CEDAR RAPIDS, IOWA.

This very attractive and artistic display was arranged by Mr. Slack for the Spring Exposition at the Denecke store in 1918. The large background was done in bold modern style in green, blues, yellows and purples. The parrot panel was in royal blue shades and the

cockatoo was in pinks and soft yellow. The floor was finished in two tones of grey, and the frame work of the background was in soft green grey striped with warm green. An artistic treatment with artificial flowers greatly embellished this setting.



DISPLAY BY C. R. MORGANTHALER, FOR NEWMAN'S, JOPLIN, MISSOURI.

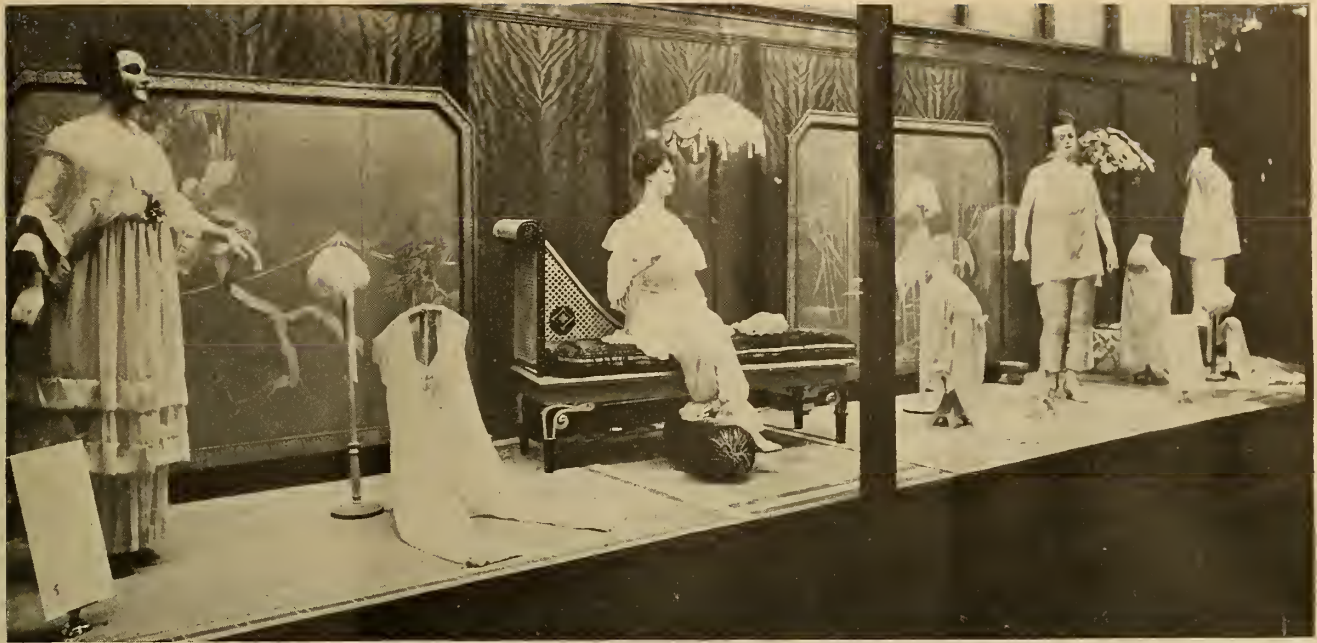
other points, and there are, of course, many women who get into the way of waiting until they go south to study the situation and see what is being worn, and filling their wants to an extent on the ground. This naturally has some effect on the business here, and the trend toward opening up samples in the south is somewhat increasing. But the trade as a whole is so large that this influence is but small, comparatively, with the whole trade movement. The merchants here look upon the featuring of goods for southern wear as of advantage to prestige,

and beautifying to their store, as well as productive of immediate sales. It is obviously not only because of the latter feature that so much time and attention is given to this phase of window and interior display.

In January and February straw hats are and will be prominently displayed by our leading department and specialty stores. More and more out-of-town milliners come to town to view the new ideas for the coming season and make selections from the leading houses with which to "point up"



DISPLAY BY WILLIAM OXENREITER, FOR KAUFMAN-BAER COMPANY, PITTSBURGH, PA.



DISPLAY BY JACK CAMERON, FOR HARRIS EMERY COMPANY, DES MOINES, IOWA.

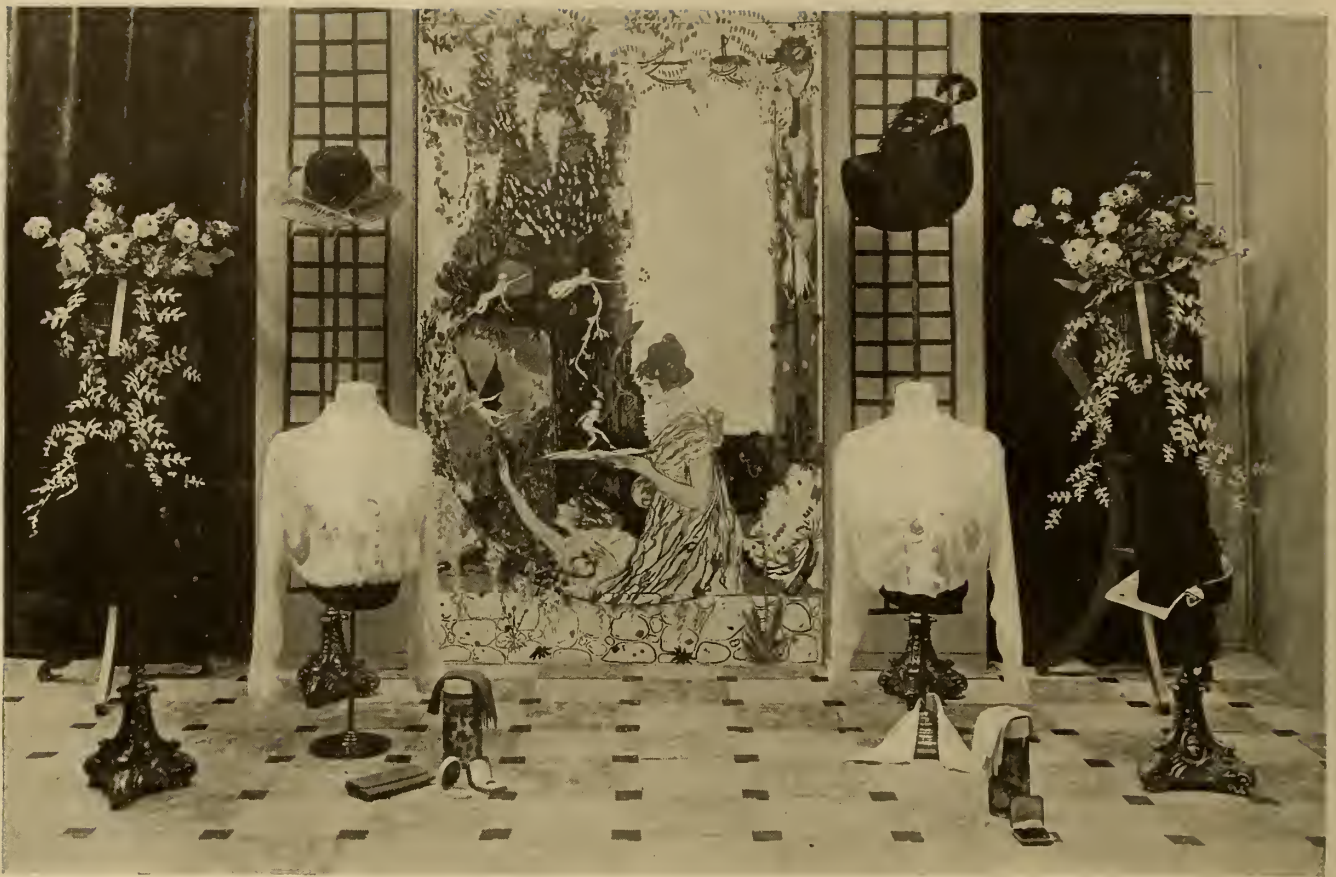
their own stocks and lend life and charm to them, as well as to secure the latest ideas that will control the new season's headgear of the fastidious women of their communities. Seeing hats displayed in this way so early, hundreds of women of New York get imbued with the idea that they are offered for their benefit and that they ought to buy a new hat, and this is the foundation of the fad of the women of New York wearing straw hats in February and velvet and other winter hats in August. This is a sad sidelight on "the eternal feminine," but none the less true. Thus we often meet here

the combination of a straw hat and a sealskin coat on the same woman, where with men it is an axiom that a straw hat and an overcoat make them objects of pity. At this season we see in some specialty stores more of a showing of satin trimmed hats, which may be termed "between seasons hats," and which may check the foregoing incongruous habit of so many women of New York who delight in arraying themselves in such barbaric taste without rhyme or reason.

Last month, Gimbel's had some beautiful southern windows in, and in the millinery salon on the



DISPLAY BY HARRY HEIM, FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.



DISPLAY BY ROY H. HEIMBACH, FOR CLARKE BROS. STORES, SCRANTON, PA.

third floor an unusually fine setting for their new hats for wear in sunny climes. The high show cases, or "windows," surrounding the inside of the salon were all dressed in tropical style, with backgrounds of scenes with orange and palm trees and the sea and sky scenes typical of these surroundings, while the new hats were finely shown in the foreground, all the way around. Orange and palm trees were placed about the salon, and in the center was a huge table surmounted with an equally large sunshade, while a handsome feminine model wearing a large picture hat desported herself around, sitting at table chatting with others or promenading around. All this made a fine shopping atmosphere, and the entire scheme constituted one of the best things Mr. Hopkins has ever done at Gimbel's.

Jack Field's Promenade

At the Philadelphia store of Gimbel Bros., Jack Fields had a 50-foot promenade for a fleet of comely models, with lattice covered with flowers at back, and occasional settings of tables and lamps, at which the models would occasionally sit during their promenade while they were served with tea. This promenade at center opened out into another in the shape of a maltese cross, in the middle of which was a large table surmounted with palms. There was music by Gimbel's own orchestra of ten boys,

trained in the establishment. Throughout the scene was a wealth of southern setting in palms, orange trees, etc.

By this time the store of the Martin Dry Goods Co., at Sioux City, Iowa, is opened, or nearly so, the building having been erected at a cost of around \$750,000, quite a bit of a sum for a town the size of Sioux City. But Iowa has been making a lot of money with its wealth of production of farm products and can no doubt adequately support an institution of the kind. The windows will be opened by William F. Ried, who is in charge as display manager. Mr. Ried has opened many a store, his most conspicuous performance having been some ten years ago at the Greenhut stores—formerly occupied by B. Altman & Co. on Sixth avenue, which was opened with a riot of beauty, it will be remembered, in which the spending of money was a bar to nothing.

Emile Schmidt, formerly display manager for Arnold, Constable & Co., who left for "over there" in March, 1918, with the 302d Engineers, 77th Division, started in at his old post January 14, after receiving his honorable discharge from the service as sergeant, first class. The 302d Engineers was the first complete unit of the National Army to reach France, and was immediately brigaded with the 39th Gloucestershire division in Flanders, doing

construction work around Kemmel hill during the great German spring drive of last year. Subsequently he visited many sectors of the Flanders, Somme and Lorraine fronts for observation, preparatory to being sent home to act as instructor. He was under fire many times in the course of his duties. Arriving here August 15, he was instructor successively at Camp Dix, Camp Humphreys and Camp Grant, Rockford, Ill., where he was located when discharged, November 26, as instructor of the Infantry Central Officers' Training School. He was born in Hungary, otherwise he would no doubt have received his commission. The policy of his house is to take their men back after the war, and thus he returns. E. DeMuth, who was in charge in his absence, remains with him until he places himself elsewhere. Mr. Schmidt is in fine fettle, well set up, and has taken on some 30 pounds.

Tribute to Col. Roosevelt

Some of our display managers here "missed a trick" in not having featured the life of Col. Roosevelt in their windows the second week of the month, when the city was shocked by the report of his death. Wherever attention was paid to the loss that struck down deep into the heart of New York, it attracted immediate notice. It is only an instance of how necessary it is for display managers to keep their minds attuned to instant action when news

comes. The finest tribute to Col. Roosevelt in eastern windows that we hear of was at the Wanamaker Philadelphia store, where Mr. Kratz had a large window with background of black velvet—a high standard at each far side on a gold base, surmounted by a beautiful silk flag. In center, on a raised platform, was a characteristic picture of the colonel, enlarged from a photograph. At each corner of the deep frame was a purple rosette. At bottom of frame, center, was a large black and purple rosette with corresponding streamers, with palm thrust through the rosette. Below, and around the front of raised platform, was a handsome drape of a fine silk flag. Great crowds were attracted to this window, hats were off and there were evidences of emotion—and in front of a show window—such as never before were seen in such a connection in this generation.

Mr. Koerber, at Strawbridge & Clothier's, Philadelphia, had, about the same time, a notable window illustrating "A letter from the front." The scene was a setting of an old-fashioned country home, the room being done in old chintz, with winding stairway leading upstairs. There was an old-fashioned mantelpiece and a grandfather's clock. The old father was sitting at a table with his hand on a large Bible, the other hand patting the family dog. He was listening to his wife reading a letter from "the boy." At a large corner of the window space was

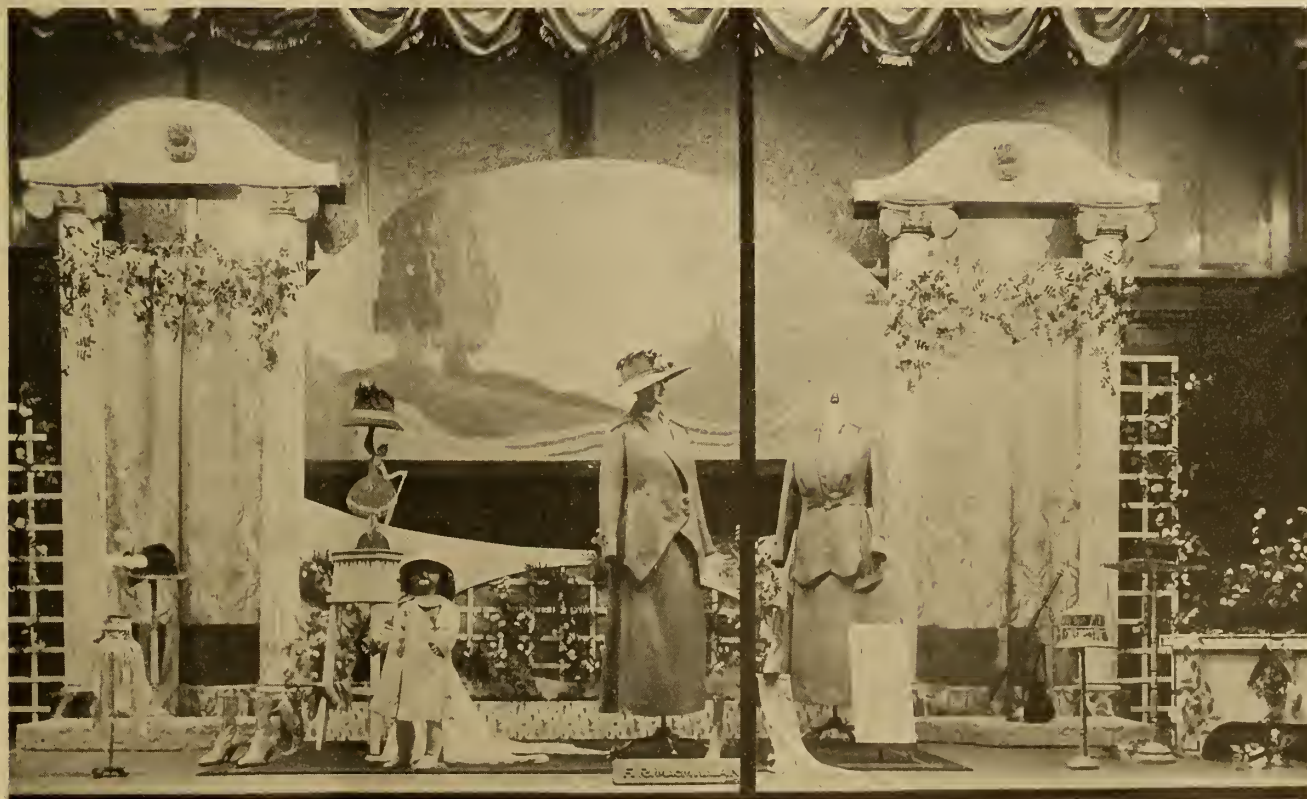
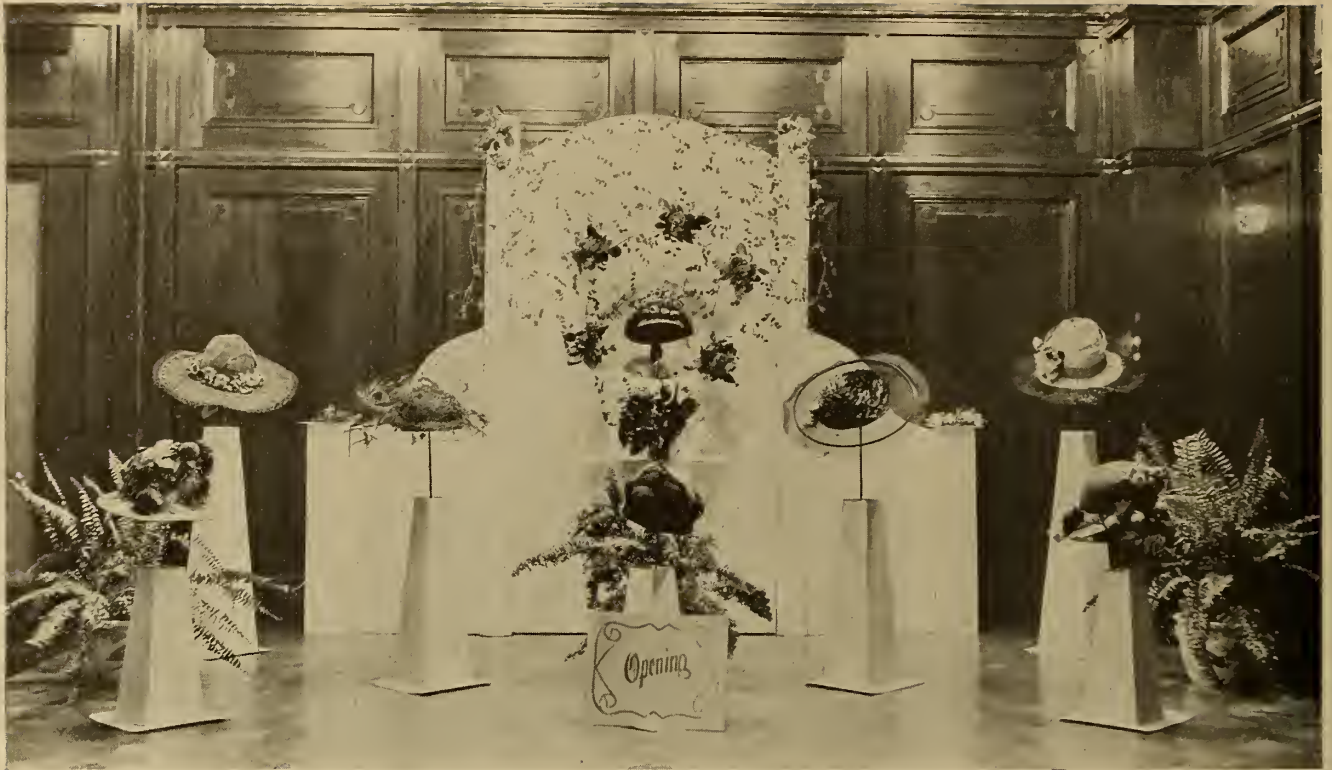


PLATE No. 1019. DISPLAY BY BERT DANIELS, FOR J. F. CAIRNS, LTD., SASKATOON, SASKATCHEWAN.

The attractive spring display was carried out in cream and old rose, using the modern art treatment worked out in a curved effect. The floor of composition board was covered with green velour paper and

finished with a gold edging. This setting was one of a series arranged for the 1918 Spring Exposition. Each window had a different color combination. Artificial flowers added greatly to the setting.



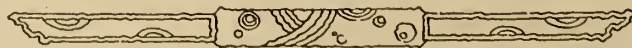
DISPLAY BY H. F. HOEFS, FOR HOLZHIMER & SHAUL, AMSTERDAM, NEW YORK.

a large window, through which could be seen a soldier far outside, "on guard," while still farther back was a full background of a painting of a battlefield. This was a most effective window and attracted much attention.

Mr. Rossiter is at his new post at Macy's, and acquainting himself with the general policies and administration of the house—for Macy's is a firm noted for its policies, which percolate down through to the youngest assistant in the place. Nothing is haphazard at Macy's, and the policies of the directing heads are as thoroughly known to the public as those of any department store in New York, and more so than most. Take the "Deposit Account," for instance, which is the only means by which anyone can "charge it" at Macy's. Then the supervision of statements of buyers is advertising, which must be absolutely correct in reference to comparative prices elsewhere, and to everything else. This is no beautiful theory, but a rigid rule that is carried out. There are also policies and regulations in regard to the windows which are understood in the trade to be somewhat difficult for display managers to accommodate themselves to, especially in the matter of supervision of the windows.

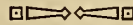
Mr. Rossiter is looking fine, and is ready for a strong campaign of interpreting the Macy policies and merchandise facilities to the public. He has made no material changes at this writing, naturally. Half the Broadway front was recently devoted to Chinese rugs, in each window a large rug being swung down from top back to front, a neat grouping of Chinese lacquer furniture resting upon the rug below the "break," at the floor. Macy's have a very strong oriental department, and in the large corner arcade window was a set of antiquated teakwood furniture, 150 years old, the last owner being, it is claimed, the largest opium merchant in China, who parted with this set after dissipating his fortune through acquiring the opium habit. An "opium bed" was in center of window, with stand in the middle, and lacquer cushions, arm rests and two footstools. Some dozen or so other pieces of less importance finished the furnishing of the window.

Oppenheim, Collins & Co. will open a store in Pittsburgh in the fall and are remodeling a large building on a site 60x300 feet next door to Joseph Horne & Co.



Stores and Store Fronts

W. H. Roland store now ranks with leading establishments of the country—Extensive interior remodeling and installation of new front—Over two hundred feet of arcade windows.

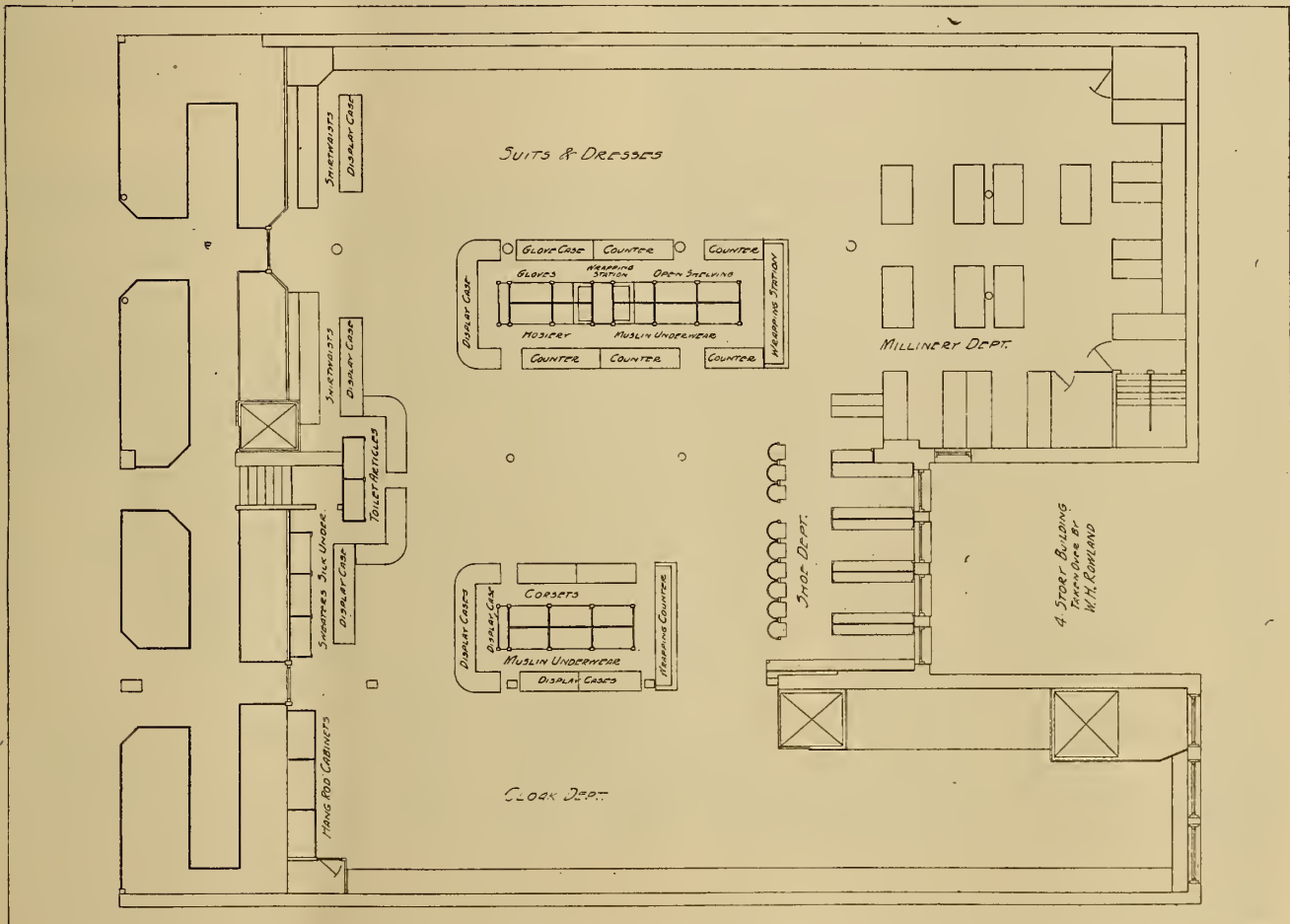


THE recent remodeling of the interior of the W. H. Roland store, Bloomington, Illinois, and the installation of an entire new front in addition to the taking over of an adjoining four-story building has placed the Roland establishment in the ranks of the most modern and thoroughly equipped retail merchandising institutions in the country.

A striking example of specialization—of doing one thing and doing it well—is found in this store. In a city of thirty thousands of people it stands as one of the largest stores dealing exclusively in ladies' and misses' ready-to-wear in the middle west. From its opening day in Bloomington, when it began life

with one room, twenty-two feet wide, carrying a small stock of coats, suits and dresses, it has grown in nine years until it now has a frontage of an entire half block, with two hundred feet of arcade windows.

The individuality of the W. H. Roland store is first breathed by its spacious, attractive store front. In planning the remodeling, first consideration was given to this extremely important feature. It was decided that the new store would stand out among others and naturally this individuality must be found in the store front. It was realized that a display manager, no matter how capable or proficient, could not do justice to himself and his displays in an ill-fitting or old-fashioned window.



PLAN OF FIRST FLOOR FIXTURES, W. H. ROLAND STORE, BLOOMINGTON, ILLINOIS.



VIEW OF STORE FRONT AT LEFT OF ENTRANCE, W. H. ROLAND STORE, BLOOMINGTON, ILL.

A glance at the several illustrations shown herewith will prove conclusively that great consideration was given to this all-important feature of the modern store.

The store was opened and business begun on August 15, 1908. It occupied one floor and carried coats, suits, skirts and waists. The offices, alteration rooms, stock rooms and shipping department were all crowded into the rear of this one floor. The salesforce consisted of W. H. Roland and three assistants. Fifteen feet of window space was used for display purposes.

After a while the same size room on the second floor was taken over, and a small stock of corsets, hosiery, gloves, etc., were added. The next year the third floor was taken over, then the fourth. Each year

business increased rapidly. In 1915 it was a complete and (as specialty stores go) large specialty store, "Four Stories Tall—Everything for Women and Misses Ready-to-Wear Anywhere."

In 1916, a next-door shoe store was added towards its development and the first floor frontage was exactly quadrupled. Beautiful arcade windows were installed; the building was completely remodeled. The once small store took on an aspect of bigness. Business was run on a larger scale—metropolitan ideas were put in force. "Just wait, he will run himself in the ground pretty soon," the less progressive merchants predicted, but business increased by leaps and bounds.

In 1918 the big development came. The entire store was doubled in space, and the old building was remodeled into a most modern store.



DISPLAY BY FRANCIS J. FARRELL, FOR W. H. ROLAND, BLOOMINGTON, ILLINOIS.



VIEW OF STORE FRONT AT RIGHT OF ENTRANCE, W. H. ROLAND STORE, BLOOMINGTON, ILL.

Two large doors on the east and west sides open out upon "Peacock Alley"—a long, beautiful "avenue" separating the front and back windows, a feature which well might be a credit for even State street or Fifth avenue. Three "walks" between the arcade windows separate the "alley" from the sidewalk. In winter "Peacock Alley" is snugly enclosed by swinging glass doors, and is always kept beautifully decorated. Every selling department is located on the first floor.

Down the entire west side, and taking up a large section at the rear, is the coat and suit department. Its ample room and openness; its many windows that let in the sunlight; its high, white ceilings; its soft, rich rugs, beautiful mirrors, and cases are all very pleasant. It is suggestive of comfort that the very atmosphere of the place is welcoming. Most of the coats and suits are hung in cases against the entire length of the side and rear walls. Special values are displayed on round racks out on the floor. Four large 5x8-foot mirrors are spaced at equal intervals along the side wall, with a huge mirror at the rear. Four supporting posts are enclosed with mirrors. Nine windows above the cases along the wall open out upon the street. The floor is carpeted with soft, heavy green rugs.

On the east and west centers are large cabinets, 6 feet high, 35 feet long and 7 feet wide. Each cabinet is divided into several apartments, in which the stocks are kept. In the center and on top of each of these cabinets is a "dug-out." The cabinets are surrounded on three sides by an aisle and glass display cases. The cases are low enough that light, comfortable chairs are used so that customers may be seated when looking at merchandise. At the rear of each cabinet is a large wrapping counter and exchange depot. Hosiery, knit underwear, gloves and neckwear are in the west cabinet, and corsets, brassieres, muslin and silk underwear are in the east one.

The fur department occupies the front center of the floor with the shoe department in the rear center.

At the extreme west front of the store is the waist department, toilet goods are in the center and sweaters on the extreme east front.

Practically all the merchandise in the store is enclosed in glass cases or birch mahogany cabinets, with beautiful glass show cases in front of each department.



VIEW OF ARCADE, W. H. ROLAND STORE, BLOOMINGTON, ILL.

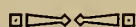
On the second floor are the business offices, fitting rooms, toilet rooms and rest rooms. On the third floor is the millinery department, millinery work room, telephone exchange and window display department.

On the fourth floor is the alteration department, where thirty to fifty seamstresses and tailors are employed, also the Mail Order department and fur manufacturing department. Daylight beauty parlors are also on the fourth floor, taking up the half front.

The artistic interior arrangement was planned by Francis J. Farrell, who is manager of the decorating department.

Novel Use of Screens

Screens used for complete backgrounds attracts unusual attention from display men and shopping public—Beautiful series in Louis XVI and Adam design installed in the windows of B. Altman, New York City



ILLUSTRATED here are three photographs of displays recently placed by Herman Frankenthal for the B. Altman store, New York City. The illustrations are very clear. Halftone Number 2 affords a good idea of the much talked of and admired "Frankenthal Screens."

As may be readily judged, this screen is extremely beautiful and practical. It is in a rich shade of gray and designed to the order of Mr. Frankenthal. It is one of a series which attracted unusual attention from the Fifth avenue multitudes. The series was designed in the periods of Louis XVI and Adam. The screens are fivefold, with by far the widest portion in the center, two smaller folds standing out straight therefrom, and the outer folds at each side bent forward, to give the idea of the inclosure of the display of merchandise. It is a most pleasing effect and brings the display closer to the front and also gives them a closer relation to the observer, which is undoubtedly a material improvement to a single window or a stretch of display space.

While the mere use of screens is, of course, noth-

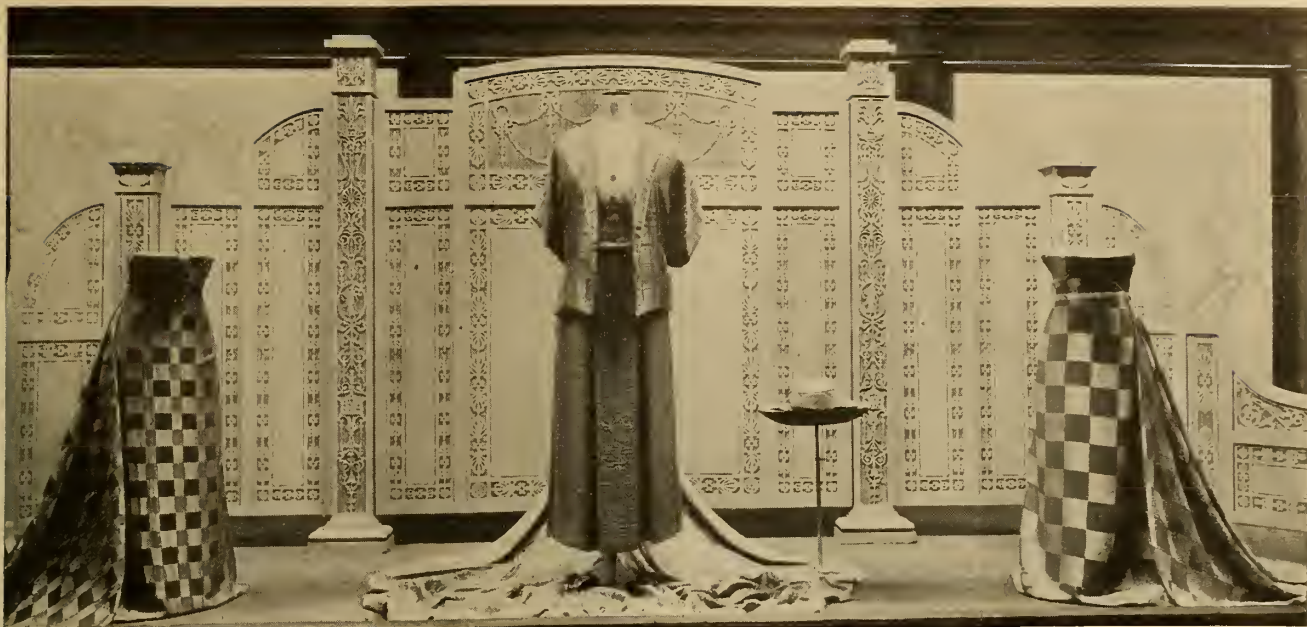
ing new, as they have been used in many windows in all sections of the country for backgrounds, dividers and other purposes, Mr. Frankenthal, however, has introduced an innovation in the use of screens for complete backgrounds. These particular screens, of the Frankenthal type, are specially desirable where the windows are quite deep, and it is generally conceded that it is an improvement to bring the window exhibits closer to the public eye. The screens can, to be sure, be brought forward or moved backward, according to the size or depth of window and the dressing.

The new use of screens for background is nicely shown in Illustration Number 2. The silks shown in connection are green and blue in color, and the skirt is made of plain material. The vest is made of fan-ta-si and trimmed with white pearl buttons. The coat was of plaid and the hat was made of the same material.

Illustration Number 1 shows drapes of the new sport silk fan-ta-si. In the center is a dress executed without cutting the material. The predominating color



THE NEW SPORTS SILKS, DRAPED BY HERMAN FRANKENTHAL FOR B. ALTMAN, NEW YORK CITY.



DRAPES IN CONNECTION WITH THE NEW FRANKENTHAL SCREENS. EXECUTED BY HERMAN FRANKENTHAL.

in this setting is deep pink. The skirt and waist are made with one piece of plaid trimmed with white pearl buttons. The jacket and hat are made of plain material.

The third illustration shows the same arrangement as in the first two displays, except that yellow was the predominating color. A heavy white silk girdle was draped around the waist of the draped form. The hat was of the same material as that used in executing the dress.

With the smaller articles, as has been said, such as jewelry, shoes, neckwear, etc., these screens are arranged toward the front of the window, and are placed in the rear when rugs, draperies, dress goods, etc.,

form the merchandise displayed. The beauty of the screens, their utility in bringing merchandise displays to the front in such a manner as to maintain harmony, makes the use of them most valuable and practical.

The early Spring season showings by the B. Altman & Company, New York City, invariably introduce a sport fabric that, as the season develops becomes the most popular of the many new fabrics in women's wear presented in the early showings.

This year it is Fan-ta-si, and this most colorful sports fabric has attracted no end of attention in its beautiful display in the Fifth Avenue show windows of the Altman store.



ANOTHER DRAPE OF FAN-TA-SI BY HERMAN FRANKENTHAL, FOR B. ALTMAN, NEW YORK CITY.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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Official Organ of The International Association of Display Men

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February, 1919

Luxury Tax on Haberdashery

THE "luxury tax" on haberdashery, hats and shoes passed by the Senate in December was most vehemently opposed in the resolutions passed at a recent meeting attended by the representative merchants selling men's clothing and furnishing goods in the city of New York.

The meeting was unanimous in its protest against the passage of the bill for the following reasons:

1. It will seriously reduce the manufacturing and retail sales of good and dependable quality of merchandise throughout the United States, and thereby cause unemployment of labor at a time when the industries of the country need to be kept at their utmost capacity.

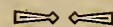
2. It is impossible to collect this tax fairly, for the following reason: That this tax would be figured and collected in almost every case by employees of retail establishments who, owing to the multitude of duties, cannot be relied upon to make accurate collection of the taxes for the government on the innumerable articles which they are called upon to handle.

Positions for Display Men

DISPLAY MEN who have recently received their discharge from Uncle Sam's fighting forces are experiencing little difficulty in getting back to active display work. In most cases the old positions are waiting for them, but all display men are not, however, anxious to return to the particular jobs they left.

Where men of other professions and trades are experiencing some difficulty in securing suitable positions, men of the display profession are being eagerly sought by merchants, big and small. Never before has there been such a demand for display men and show card writers, and indications are that this condition will prevail for some time to come.

During the month just passed MERCHANTS RECORD AND SHOW WINDOW has placed many men, recently discharged from the service, and others, in lucrative positions. This service MERCHANTS RECORD AND SHOW WINDOW has been performing for many years, and it desires at this time to invite display men to take advantage of a service we feel should be theirs.

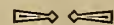


All Together Now!

THE Fifth Liberty Loan will be floated in April. Six billions of dollars will likely be the amount asked by the Treasury Department, and the coming loan, which will undoubtedly be known as the Victory Loan, will in all probability be the last one.

Undoubtedly the same organizations that did such valiant work during previous campaigns will again lend their efforts to the success of the coming one. In this respect display men will once again be ready to do all in their power. To the tremendous power of window display created by the originality and artistic ability of the display man, the Government has attributed a major share in the wonderful success of every patriotic campaign.

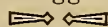
Just keep your eye on the display men.



THE members of the Chicago Association of Display Equipment Manufacturers held a luncheon followed by a business session at the Hamilton Club, Chicago, on Wednesday, January 29. The I. A. D. M. convention, to be held at the Hotel Sherman, July 14 to 17, was the subject of discussion and great enthusiasm was manifested. The members look for a big convention and are going to make sure that the visiting display men are royally entertained. In this connection President F. H. Gelderman appointed the following committee to submit plans for entertainment:

Chairman, S. M. Kling, of Walbrunn-Kling; Harry T. Jones, of Adler-Jones Company, and J. Clarence Bodine, Bodine-Spanjer.

THE retail clerks of Galesburg, Illinois, have perfected a local union, affiliated with the American Federation of Labor, and has as its president, T. W. Wanamaker, the widely known display manager of that city. This action was taken on the part of the clerks because of conditions existing in many of the stores, among them being the inclination on the part of many merchants, having taken advantage of conditions during the period of the war, to maintain exorbitant prices even now without considering raising the salaries of the clerks. As the clerks have stated it, "The merchants are adding to their riches while the employe is struggling for existence."



Business Statesmen Needed

THERE is a call for business statesmen, men who feel that they have a trust to administer, W. W. Orr, the retiring president of the Atlanta (Ga.) Retail Merchants' Association, said in the course of a speech delivered before the organization recently. He called on all merchants to co-operate to the fullest. He said in part:

"The golden law of co-operation is gradually transforming the thought of the world. It has been the dominant note that made for victory. The co-operative efforts of the allied navies have kept the sea free for commerce; and behind the lines at home the splendid co-operation of industry, of labor, of capital, supplied the armies with all that made victory possible.

"I believe that the prospects ahead are bright—I believe also that the call is for business statesmen, men who feel that they have a trust to administer; who realize that they are dealing not alone with merchandise, but also with immortal souls—that they are tinting the streams of civilization.

"Business is the one great agency for the conservation and direction of human energy. It is the channel through which all institutions, whether religious, moral or educational, must express themselves."



Spirit of Co-operation

BELIEVING that the present is a time most propitious for community effort, retail merchants of Rochester, N. Y., have decided, through the executive committee of the Retail Merchants' Council, Chamber of Commerce, to apply the spirit of co-operation to their own business, to the end that service to the public may be improved and that Rochester may acquire a wide reputation as a good place in which to trade. A meeting of the executive committee took place recently at the Chamber of Commerce, with James P. B. Duffy of the Duffy-Powers Company presiding as chairman.

"Service first" is to be one of the slogans of the new organization. The needs and wishes of the

customer are to be sought out and cared for co-operatively, and buyers, large or small, are to be given reason to feel that they can get better treatment and satisfaction at home than elsewhere. The buying public also is to be made to know that the merchants of Rochester and the public have strong interests in common, and that the good of the entire community, rather than that of any special class, is the first object desired by the merchants' organization.

Mr. Duffy, the chairman, in outlining the purposes of the organization and its plans said:

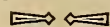
The power and influence of a city is in direct proportion to the support given to its activities and enterprises. Our prosperity is inseparably bound up with the prosperity of the city. Every dollar spent in a city is a rivet that strengthens its commercial fabric. More purchases mean better stores, better service, better wages, better homes, better general conditions and the augmented value of property.

The value of a market is in direct proportion to the standards of the community—to the retail merchant's progressiveness and the consumer's standard of living. A market depends upon the spirit and development of the community. A city is what we make it. The patronage given the city will surely redound to the advantage of all.

We shall pull together and work as a unit for bigger business—for a better community spirit and for greater prosperity during 1919.



THE Business Builders' Conference convened at the Hotel Morrison, Chicago, January 24, and over three hundred and fifty dry goods merchants, representing seventeen states, were present. Problems relative to the readjustment of the retail dry goods business to peace conditions were discussed and plans laid. Action was also taken on the business of the reopening of world commerce.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Planning for Spring Displays

Preliminary preparation should be made early—Display men will be urged to make the coming spring windows surpass any previous displays—The advance spring showings should not be neglected—Flowers greatest embellishment to spring windows.



By R. T. Whitnah

AFTER the heavy holiday season which we have all experienced, thoughts of spring windows hover in the atmosphere. Arriving at his studio on a zero morning, the displayman concentrates his mind on sunshine, birds and flowers imaginary, and sets forth to put into drawings that which will give his spring windows the appropriate colorings and designs that will be true to the season, that will enhance the appearance of the merchandise, and that will create the selling force, which, after all, is the important item to be considered.

After the designs have been decided upon and the colorings and materials to be used have been given deliberate consideration, it remains for the display manager to put into colored drawings these ideas. This will enable him to determine provided proper harmony exists. If the designs are in keeping with

the color scheme he has chosen, in keeping with the shape and size of his windows, and last and most important, if it will be in keeping with the merchandise which it falls his lot to display.

All this preliminary preparation should be made early, this year above all years, for the window decorator will be called upon to surpass anything ever attempted, now that business conditions are gradually coming back to normal, and firms, being aware of this fact, are putting forth greater efforts, during the period of re-construction.

While we are making plans for the spring exhibits, we must not allow our advance spring showings to suffer from lack of attention. With spring merchandise arriving each day, we are expected to display this merchandise in a way that will appeal to the purchaser, putting the life of spring into each of these



DISPLAY BY R. T. WHITNAH, FOR CROSBY BROS., TOPEKA, KANSAS.



DISPLAY BY R. T. WHITNAH, FOR CROSBY BROS., TOPEKA, KANSAS.

displays and building up the public interest until the climax of the final spring exhibit will have arrived.

In the accompanying illustrations, advance spring displays are shown. It is not especially necessary to have new foliage for these displays provided the used stock of spring foliage and flowers are large enough that the display man can take the flowers from a certain colored spray and combine with other sprays of a different color, perhaps working up the sprays created into different shapes, such as trees, festoons, etc.

Taking five sprays, which were used in vases at a previous time, and combining with spring flowers we

have the trees shown in the first illustration. The boxes that hold the trees were painted a different color and the effect was that of new foliage instead of the old which was used.

The bird cage in the second illustration was taken from our furniture department. An iron rod was bent and painted and from this was suspended the cage in a novel way. The panel was used previously in another display, but in a different way. The two office chairs lend a touch of the masculine to this neckwear display.

Both of these displays consisted of used-over decoratives only.



International Association

of

Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

President's Monthly Letter

THERE is no question that Theodore Roosevelt was one of the most successful politicians, historians, patriots and private citizens this country has ever produced. His career was a most remarkable one and it was his initiative and his tact in seeing and grasping an opportunity that made him a world figure.

To him there was no one too high or too insignificant from whom to learn. He got ideas from a boy's play; from a negro's clog; from the miners of Pennsylvania and the United States senators alike.

No subject was too small for him to delve into. He was always on the alert and interested in all kinds of people and things.

He is the man who said "Every man owes some of his time to the upbuilding of the profession to which he belongs." I consider this one of the best statements he ever made.

And so do YOU and I and the rest of the members of the I. A. D. M. owe it to our profession to boost and help put it on a still higher plane than what we are on today.

So consider it a part of your debt to the profession to get busy and pay up and become a member of the I. A. D. M.

Just send three dollars to the Secretary and if you are a reputable display man you will be accepted to a year's membership, and a receipt sent you. If not, your money will be returned.

Don't forget the convention dates—in Chicago, July 14, 15, 16 and 17, 1919. Will you join us?

E. DUDLEY PIERCE,
President, I. A. D. M.



GO TO the boss today. Tell him you desire to attend the I. A. D. M. convention to be held in Chicago, July 14-17. Now is the time to plan.



PLATE No. 1020. DISPLAY BY P. S. WILLIAMS FOR SCRUGS-VANDERGORT-BARNEY, ST. LOUIS, MO.

The above is an illustration of an extremely artistic treatment of a cigar display. The floor of the window was white felt. The background was mahogany and the three pieces used as setting were

covered with green brocaded sateen. Pink roses were used to bring out a most pleasing effect. Two units of cigars were placed on pedestals with green plush pleated off same.



PATRIOTIC DISPLAY BY CHAS. F. WENDEL, FOR J. L. HUDSON & COMPANY, DETROIT, MICHIGAN.

The Readjustment Period

NOW that the military struggle has ended and the world has been made safe for Democracy, the old duty of impressing the importance of the display man's position in the advertising and selling field looms up more important than ever.

True business Democracy means a closer understanding with those you work for and with.

A closer understanding of the display man's work may be secured by continuing to impress the importance of the display profession as a real business factor in the store and in the community among our business associates. Our mental vision vastly broadens by the intimate contact with others interested in the same line of work.

One of America's leading statesmen has said: "Every man owes some of his time to the upbuilding of the profession to which he belongs."

Will you do your part?

Will you assist in every practical way for continued progress of the International Association of Display Men and the display profession?

The year 1919 promises to be the biggest and most prosperous ever known in selling and advertising. The big men in this broad profession are laying their plans accordingly and thereby building a solid foundation in their chosen field for future years.

What part will the display man and display advertising continue to play in this success?

New records have been made in window display advertising by the leading display men of this country in assisting the important work of the government in

carrying this war through to a successful conclusion, by the aid of window displays, in co-operation with the War Service Committee on Window Displays directly connected with the Committee on Public Information.

This good work was the result of close co-operation. Continue to co-operate. If you are not a member of International Association of Display Men, join now!

Taking the achievements of our profession into consideration, surely you can see the advisability of impressing your assistants and other display men with the importance of their work. Make them appreciate the true value of a window display from a selling and advertising standpoint! Make them understand that this position is only limited by their ability to make good, and last, but by no means least, impress them with the supreme importance of becoming a member of the International Association of Display Men.

Only by such boosting, co-operative methods will we all do justice to the establishment for which we work and plan and for the organization and profession as a whole.

Let co-operation be the key-note for 1919 with action and achievement a close second.

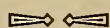
"The man who uses hook and line,
Pulls in his single fish;
But he who joins hands to pull a seine,
Gets all that he can wish.
And each man's share is greater, far,
In size, as well as weight,
The secret of success is this—
C-O-O-P-E-R-A-T-E."

The officers of the I. A. D. M. are busy right now preparing an educational program of unusual value for the next Chicago convention. It will be full of business, "zip, pep and bang."

In the meantime, you can do your part by getting as many memberships as possible during this readjustment period. It costs only \$3.00 to put a display man right with his fellowmen and *keep him right* for the year.

Start now!

A. E. HURST,
Chairman of the Educational Committee, I. A. D. M.



Personal Contact

EVERY once in a while the average young man hears, reads or sees something that gives him a sudden jolt and makes him wonder whether he is on the right track in business. The impression upon his mind may be light or heavy, according to how deeply the individual is accustomed to think; but, as I said, the thought occasionally flashes: "Where do I stand and what should I do?"

Really, I have read so many discussions on the value of ambition and enthusiasm and hard work and kindred subjects that I begin to doubt whether these are of any value whatever. What the young fellow needs, I believe, is practical advice as to his next step. He wants to advance but does not know just which way to move. Many a one at this point has been given a guiding hand that changed his entire career for the better.

I believe firmly that the biggest step a display man could make toward "self-and-pocket" improvement is to put himself in a position where he will rub elbows with the best men in the craft. It is just the difference between studying art from a book and sitting by a real artist and watching and talking to him. The book method is slow and not always successful. The personal contact method is quick and usually successful.

If, for example, I were a display man in a small town and wanted to learn some new stunts in the art, I would rather spend a day with an expert in a big city giving him my services as a helper free, and giving him his price in addition, if necessary, than rely upon my own efforts to create effects original, distinctive and impressive.

These ideas are the result of years of knowing the most capable display men in the metropolis and of intimate knowledge also of the changes in the display art during more than a decade, and I say without hesitation that a display man is working against his greatest handicap and is losing his greatest help when he tries to get along without membership and active interest in the International Association of Display Men.

ALAN GIBSON,
Publicity Committee.

Elect Officers at Grand Rapids

THE Grand Rapids Display Men's Club, Grand Rapids, Michigan, recently held a dinner party and meeting, at which the annual election of officers took place and the plans for the future operations of the club were generally discussed.

The local plans to maintain a special night for monthly meetings, which are to be of an educational nature, intermingled with a number of social activities. Among the features will be demonstrations and lectures by specialists in their respective lines and pertinent to the display man and his work.

The officers elected are as follows:

President, Claude A. Mallette, display manager, Young & Chaffee Company; vice-president, C. A. F. Smith, display manager, Herpolsheimer & Company; secretary and treasurer, Mr. Smag, display manager, Houseman & Jones Company.



March Cover Design

REPRODUCED herewith is halftone illustration of window setting suggestion which will appear on the front cover of the March issue of *MERCHANTS RECORD AND SHOW WINDOW*. The design is modernized Japanese, and extremely practical and pleasing for window settings.



Complete details regarding the construction of this setting and its application to the windows and store interior will be given in the March issue of *MERCHANTS RECORD AND SHOW WINDOW*.

Window Setting Design No. 5

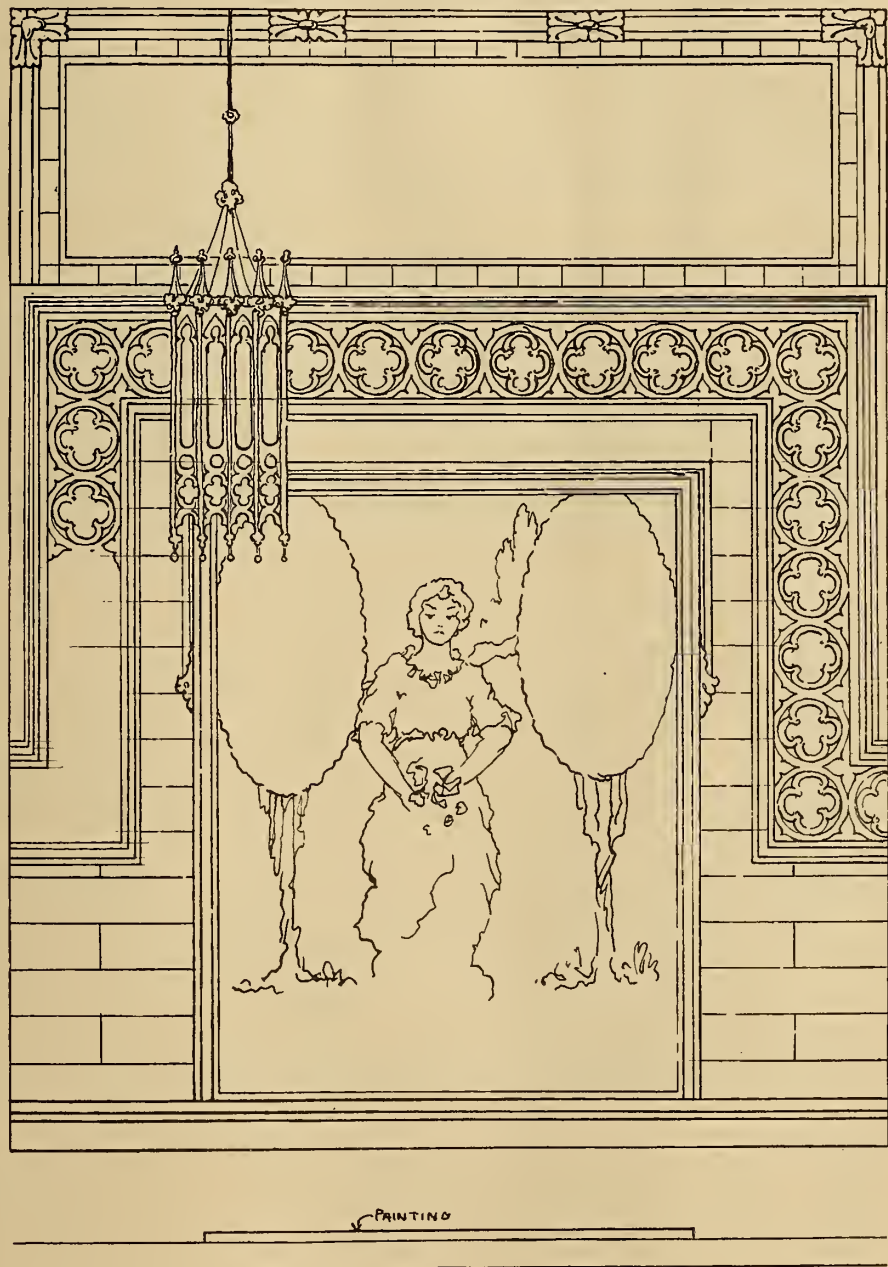
The window setting design in full color on the front cover of this issue of *MERCHANTS RECORD AND SHOW WINDOW* presents a setting of the Gothic style of decoration. The design is exceedingly effective and while quite elaborate in ornamental construction it is not exceedingly difficult to build.

The Gothic type closely followed the Romanesque and is in fact, a development of or substitution for the latter and was a long, slow process of development. The first employment of the Gothic was in the east end of churches, and later to general application in churches and other public buildings.

The ball-flower is a characteristic ornament of Gothic architecture and appeared in the first half of the fourteenth century. The tooth ornament is also very common. The four-leaved clover, composed of four leaves arranged so as to form a square, is particularly common in cornices. The Gothic treatment of the window was all important and the foliage employed was highly conventionalized. The vine and strawberry leaf was a favorite form and later the rose became prominent. Shields, heraldic emblems and grotesque animals were often used. A cornice of vine leaves and tendrils was exceedingly in favor in the cornices of screens; it was crested with the Tudor flower.

This month's design affords many suggestions applicable to the display window to say nothing of an interior treatment. The main wall construction can be readily made up of composition board, this forming the basis of the building. Then proceed to lay out space for the border of arch and follow by adding the moulding effect. The rose pattern seen between the mouldings may be painted in, presenting a relief effect. The application of the tapestry

panel is indeed appropriate and affords a pleasing embellishment to the setting. The lamp, while quite ornate, can be built nicely by any ornamental concern, using composition board or wood.

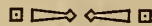


There is practically no projection in a design of this kind except that which is formed by the mouldings. As to coloring of this design, would suggest that you follow carefully the combination as shown on the front cover.

This design will undoubtedly prove extremely popular with display men, as it is peculiarly adaptable to such a great variety of occasions and places. The center panel may be replaced with a new design at any time.

The Display Man's Workshop

Well planned workroom is essential to the execution of good window displays—Light important consideration in planning this department—A few suggestions for the improvement of the workshop.



By Geo. F. McConnell

JUDGING from the numerous workrooms I have visited, there is plenty of room for improvement in this department, and I think a few suggestions pertaining to this subject at this time will not be out of place.

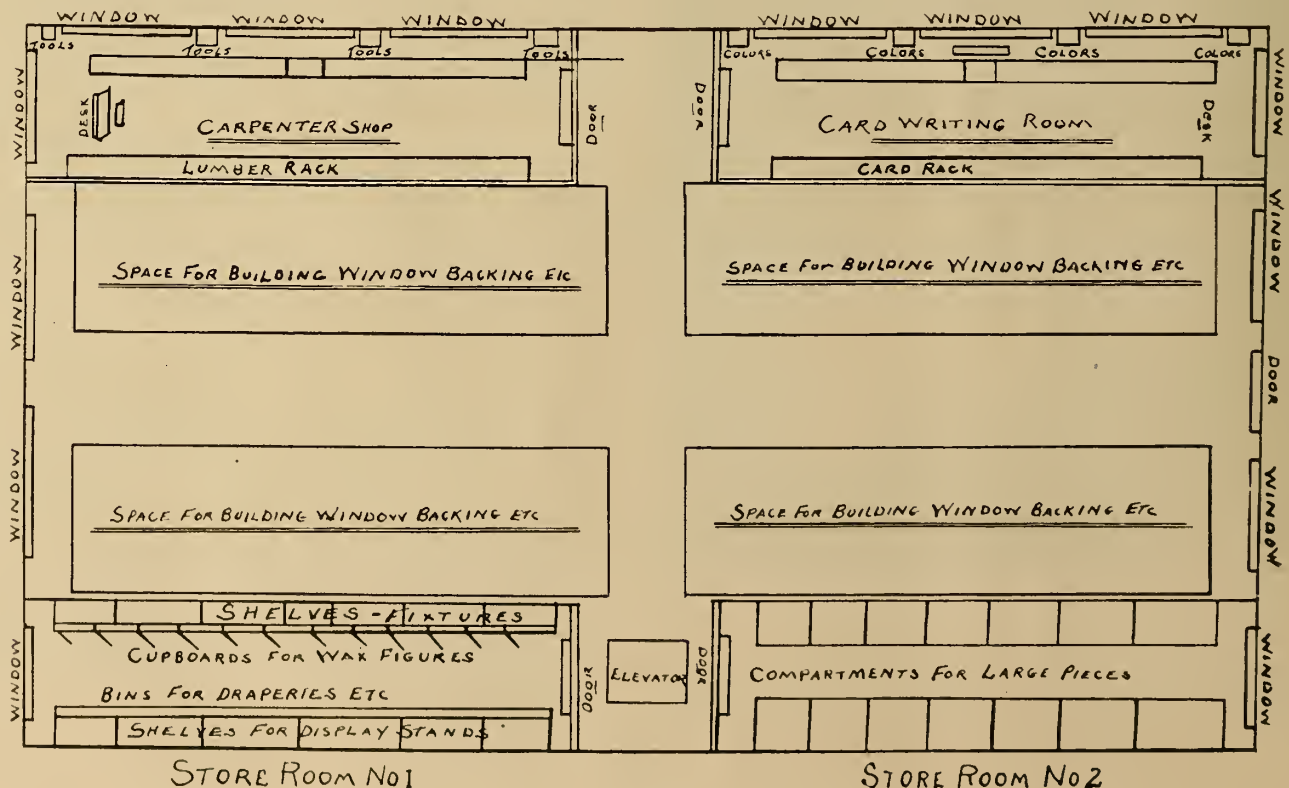
I realize that it is a pretty difficult proposition to keep the workroom in the working order it should be, as we all have plenty to do outside of this, but with a little extra effort it can be accomplished. That is how the great war was won, with a little extra effort being put forward by all. The same principle applies to small propositions. Spend a little time planning improvements just the same as you do for your windows, and you will soon find that you can handle your work in less time and much more efficiently.

When you have once placed your workroom in order, the next thing is to keep it so. Make it a

hard and fast rule to have a place for everything and to have everything in its place. It is just as easy to put an article in its proper place as to throw it down where it will get dirty, damaged, or probably walked on. Consequently, when you require that tool again it is practically useless, or in any case, you may have to spend valuable time fixing it up so that it will be fit to use.

Light is a very important thing to consider when planning your workshop. The accompanying plan will give you some idea of a practical arrangement, and one that, when carried out will allow plenty of daylight where it is most required. It is a good plan also to have the entire workroom painted white, or some light color, preferably flat color that can be washed occasionally.

I have made no attempt to draw this plan to scale, but merely to show the location of the various





DISPLAY BY D. W. MOYER, FOR CHAS. A. STEVENS & BROS., CHICAGO, ILLINOIS.

rooms, etc. With a few alterations, this arrangement can be carried out in any size space. You will notice that the card writing room and the carpenter shop are built where there is the most window light, and that the two storerooms are built at the back, as the latter do not require the same amount of light.

The card room and the carpenter shop are practically identical in arrangement. The four spaces between the windows are occupied by cupboards which hold all the tools in the carpenter shop, and all colors in the card room. There are also two benches and a desk in each of the rooms. The benches are fitted with shallow drawers, those in the card room holding brushes, pens, etc., while those in the carpenter shop contain nails, screws, etc. An air-brush outfit stands between the two benches in the card room, and at the opposite side, a card rack runs the entire length of the room. In the same position in the carpenter shop is a lumber rack with place underneath for composition board.

Store room No. 1 is built to house wax figures, draperies, drapery stands and small fixtures, and there are twelve individual cupboards with doors for wax figures. Down at the bottom of each cupboard is a drawer large enough to hold small wax

parts when it is necessary to remove same or when extra parts are bought with figures. Above these cupboards, there is a large shelf divided into sections to hold small fixtures, such as pedestals, box stands and odd pieces that are not too large.

On the opposite side of this room are arranged five large bins which hold draperies, and all small decorations, artificial flowers, etc., all bins having lids. Above these is a large shelf, similar to the one on the opposite side. This shelf holds all display stands.

Store room No. 2 is divided into fourteen compartments, which are used for storing large pieces, such as columns, pilasters, etc.

An elevator runs up between the two store rooms. The centre of the shop is kept entirely clear for planning and building of backgrounds, etc., and there is enough space here to plan and construct four complete window settings at one time. This affords a big advantage. Some stores build their backgrounds, etc., in a room located away from the store rooms and card rooms, but it is more convenient to have the whole department together if you can get enough space. Get busy right now with your improvements.



New Decoratives for Spring

THE Spring Openings of 1919 promise in addition to being extraordinarily beautiful, to also introduce an unusual number of new window decoratives. The early showings in the State Street

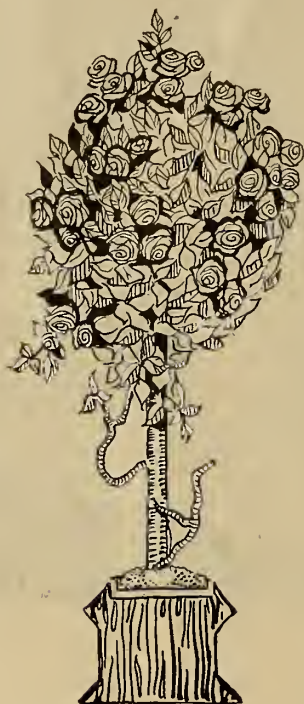


ILLUSTRATION No. 1.

windows, Chicago, have already revealed several new ideas that are bound to become very popular. Particularly beautiful and original is the floral tree seen at Field's. The rough pen drawing of this new

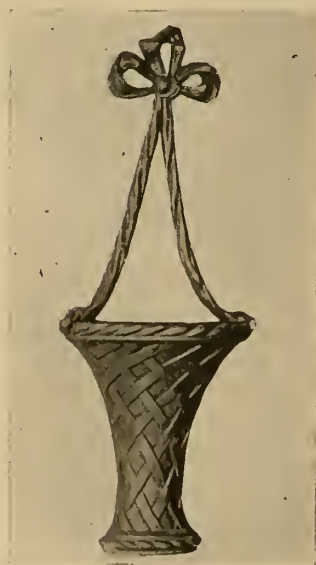


ILLUSTRATION No. 2.

decorative in no means tells the story, but serves to give an idea as to shape and setting. Display men will find this a most pleasing embellishment to their displays.

The wall basket illustrated here is neat and new and stands 22 inches high, with a width of 9 inches. It is made of composition and finished in antique gold.

A new, dignified divider is shown on this page,



ILLUSTRATION No. 3.

and is creating a big demand. It is indeed neat and cleverly executed and an article that can be kept in constant use. It has a container for small flowers and may be finished as desired. It is made of wicker

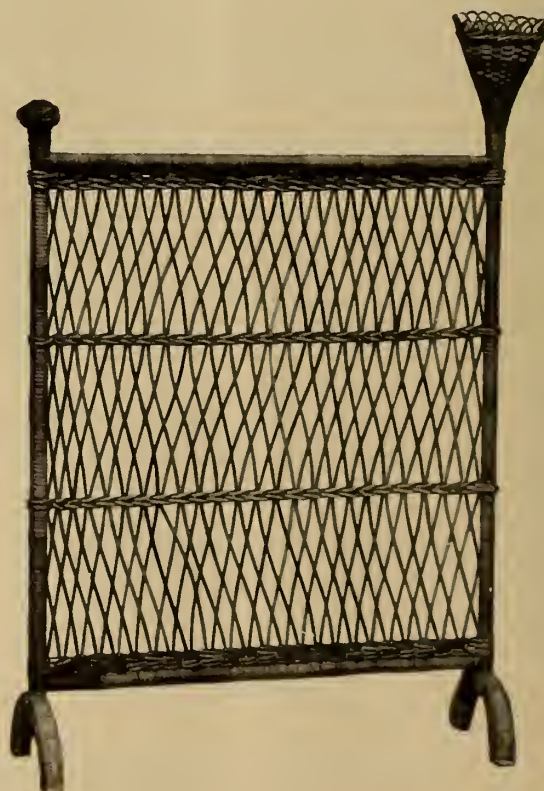
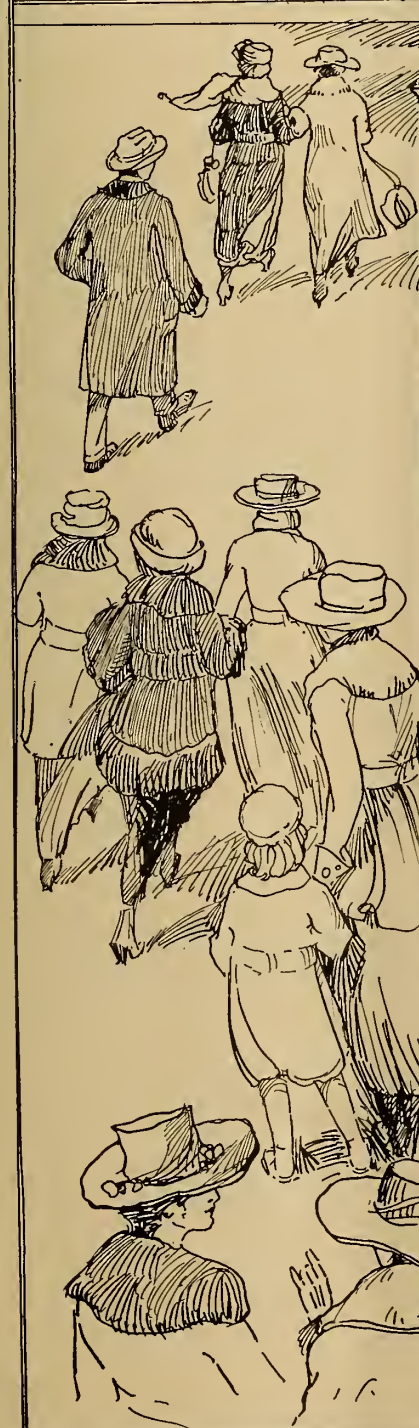


ILLUSTRATION No. 4.

and is 26x32 inches. The illustration at the top of this column shows a very neat collar fixture finished in the Adam style, and it is assured that this stand will prove popular with the men of the profession.



SHOW WINDOW ADVERTISING

Pulls Business Into the Store

Merchants recognize more than ever
the importance of Window Display.

Retail merchants are waking up to the fact that their show windows are their best advertising mediums; and they are demanding specially trained men to take charge of their window displays. They know that special preparation and training mean efficiency, and efficiency means greater results at less cost. They know that the best work is done by those who understand the theory and the reason for what they are doing, therefore, they prefer the trained man.

To save time, to avoid errors, to eliminate waste, and get results, is the slogan of modern business. The man who attempts to learn by experience alone is adopting antiquated methods at the cost of time and disappointing results. Through modern methods, retail merchandising is rapidly leaving the experimental stage. Putting trained men at the head of important positions in the store is accomplishing this most desired result.

How to Put in Business Pulling Displays

The man who prepares himself, through practical instruction and training, to do important work is the efficient man. He learns the best, easiest and quickest way to get results. He learns to take short cuts which save time. He accomplishes greater results because his work is based on knowledge instead of guesswork.

To write forceful, business-building advertising, to display merchandise attractively in the windows and the store, and to write show cards that create desire to purchase, require something more than mere guesswork.

Attend the Koester School Now

The Koester School is the largest and best equipped school of its kind in the world teaching Retail Advertising, Window Dressing and Show Card Writing. The Koester School has been teaching these important branches of publicity successfully for nearly fourteen years. The Koester system of displaying merchandise has been universally adopted. Merchants prefer and often demand men trained in the Koester way.

THE KOESTER SCHOOL

WITH WHICH IS CONSOLIDATED THE ECONOMIST
TRAINING SCHOOL OF N. Y.

314 S. Franklin St.

CHICAGO

Largest and oldest school of its kind.

Located in the Window Display Center of the world.



Annual Prize Contest for 1918-19

Merchants Record and Show Window contest for 1918-1919 opens — Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1919.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

The **Secret of Success**

—put up a good front
—buy an Electric Sign

12 Months to Pay!

First payment brings the Sign.

Night Electric Signs bring day business.

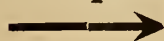
Your Sign pays for itself through the increased business it brings.

You are now paying for an Electric Sign, without having it, through losing the business that goes past you to your competitor.

Federal Sign System (Electric)

Lake and Desplaines Streets, Chicago

**Mail
This
Coupon**



MR&SW

Federal Sign System (Electric), Lake and Desplaines Sts., Chicago.

Please send me full particulars of Federal Electric Signs—estimated cost of current, etc. My store has.....feet frontage andfloors.

Name

Business

Address

NOTE—If you will indicate wording desired, we will submit suggestive sketch of proposed sign.

Who's Who in the Profession

Charles W. Morton

TWENTY-SIX years display manager in one store is the remarkable record of Charles W. Morton, display manager for Weinstock-Lubin & Company, Sacramento, California.

This popular western display man has done much in developing the art of window display, and his many suggestions have greatly influenced the development of a crude craft into a most important phase of retail merchandising.



CHARLES W. MORTON.

Mr. Morton studied his art in Europe and developed it in America, and in the early years of his work became one of the leading exposition decorators in the world, his work attracting unusual attention at the Paris Exposition in 1899.

The space allotted for the Who's Who Department is greatly insufficient to do justice to the relating of Mr. Morton's record. However, the name of this display manager and the influence of his work is known and felt wherever the art of window decorating has penetrated.

His first positions were in the East where he was connected with such well-known stores as John Wanamaker's and Gimbel Bros., New York City, leaving the East to assume charge of the Weinstock-Lubin decorating department, which position he has held, as mentioned above, for twenty-six years.

Mr. Morton's motto is "Keep pace with the times," and in justice to him it may be said that he has not only lived up to the motto but often has stepped out and "set the pace." He was one of the

organizers of the National Association of Window Trimmers, which later became the International Association of Display Men. For two terms he served as president of this organization and during these years and those following he did much to elevate the profession and the organization of which he was a vital part.

In addition to his work as head of the decorating department of Weinstock-Lubin's, Mr. Morton is actively engaged in many other channels, being a director of the Crocker Art Gallery and of the California Museum Association. He is secretary of the Sutter Club, the leading commercial organization in Sacramento, and a prominent member of the Liberty Club. He is also a member of the Confidential Committee of the Liberty Loans. Mr. Morton's activity in the various patriotic campaigns has brought to him the sincere appreciation of the people of his community and the officials at Washington.



Harry H. Heim

HARRY H. HEIM at the age of fourteen years secured a position as cash boy with Joel Fretman & Co., Baltimore, and in six months was promoted to stock boy in the notions and lining department. In a few months one of the department managers was made window decorator, and in looking



HARRY H. HEIM.

for an ambitious boy for assistant the new decorator selected young Heim. This was the beginning of his career as a window artist.

His first work was that of putting the display on the ledge, and, as he thought then, and does now,



THE CROIX de GUERRE

has been awarded the First and Second Groupements of the Great Headquarters Reserve No. 1 of the French Army, each operating 500 or more White Trucks. Citations for distinguished service accompanied the order, supplemented by a later citation to the entire Reserve No. 1, operating

2,500 WHITE TRUCKS

This is the first and only instance on record of motor transport formations in *any* army receiving this high honor.

The White Trucks were all veterans, many in continuous war service since 1914.

"White Trucks Have the Stamina"



THE WHITE COMPANY
CLEVELAND

"what is worth doing is worth doing well," he set out to make a name for himself. Taking a ledge in the Lace Department that was an eye sore he made it beautiful with lace by working out different designs in small laces, such as swans and boats, etc. In a very few weeks the manager of the lace department, a woman with the reputation of a "cross-patch," turned and instead of being "cross" to Harry began to "boost" for him and would draw the firm's attention to the exceptional ambition of the boy.

The firm having been a very prosperous one and always looking for good material at once took hold of young Heim and advanced him right along. Within three years he was a full-fledged window decorator and secured a position with Owens Acme Hall, a large men's store in Baltimore, Md. Before the year expired Likes, Berwanger & Co. of Baltimore, a competitor of Owens, made Heim a proposition. Heim, however, declined to accept and remained with Likes-Berwanger eight years, and in that time made a name for himself.

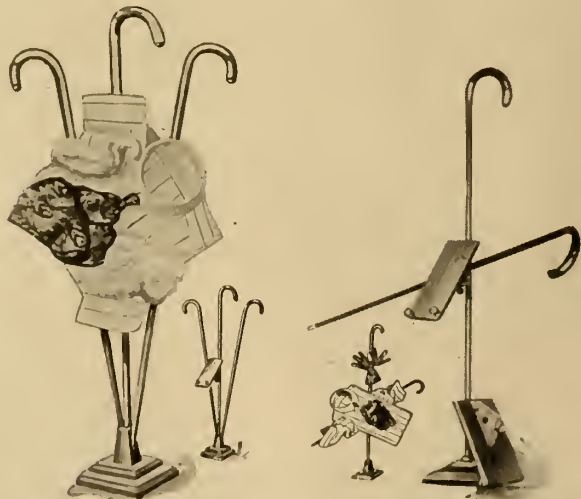
Mr. Heim was recommended to Lit Brothers, Philadelphia, by Mr. Jones, of the Hub, Baltimore, a position accepted by Heim. Following three years in Philadelphia his next move was to the Pacific Coast with Lipman, Wolf and Co., and at the end of one year in Portland, Mr. Heim found himself between three offers, one in Canada, one in the East again, and one in San Diego, California. After a good consideration he accepted the latter and has been for the past six years and is still going strong with the Marston Company, San Diego.



For Our Advertisers

Meeting a Long-Felt Want

In recent years there has been a decided tendency, for display men of clothing and haberdashery stores, to use canes very largely as a help in their window displays, since the cane fits in harmoniously with the showing of any merchandise.



Merchants and display men throughout the country will be interested in a new fixture that has recently been designed and which will further increase the display value of the cane when used in the window.

This new and exclusive fixture is the Leon Cane Attachment—recently placed on the market by the Morris Leon Mfg. Co. of Chicago. The Leon Cane Attachment is quickly attached or detached to the cane, and will not scratch or injure the finest finished article. With the Leon Cane Attachment, and your canes, many clever display ideas are possible, such as shirt units, neckwear, hosiery and hat displays. Also a decidedly effective show card holder is created by attaching the Leon Cane Attachment.

This attachment is provided with a fitting to support an extra cane, at an angle, when desired—as shown in cut.

The cane holder illustrated is a special design which adds distinction to the finished unit as one or three canes may be used. Many more display ideas with the Leon Cane Attachment in use are shown in a catalog recently published by the Morris Leon Mfg. Co. Display men should write for this interesting and instructive booklet.



"Victory" Statuary for Window Display

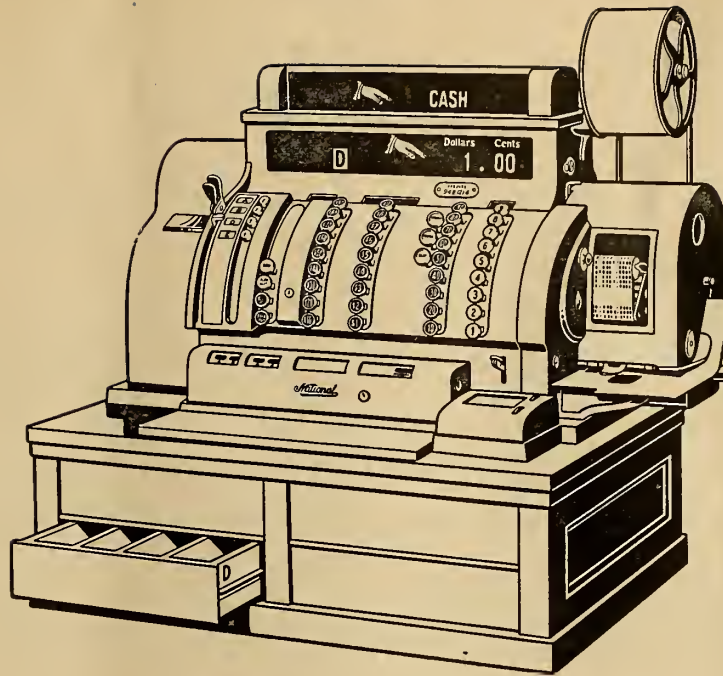
Merchants who want to put in window displays commemorating the victorious termination of the war will find the illustrated "Victory" particularly appropriate. This figure which is 45 inches high can be bought



for \$16.00 from the Chicago Statuary Company, 476 Milwaukee avenue, Chicago, is proving to be an exceptionally attractive model of the many numbers that this concern puts out. Complete details regarding this item and other statuary products of this company will be supplied upon request. The products of the Chicago Statuary Company are entitled to the highest kind of a recommendation and MERCHANTS RECORD AND SHOW WINDOW is glad to say that the products of this company are quality in every respect.



MOSLER KAHN has purchased his former partner's interest in the Cierner & Kahn men's furnishing store, Helena, Arkansas, and the store will be known as Kahn's Young Men's Shop.



The best store improvement you can make

The best store improvement you can make today is to install a modern National Cash Register—because it will build up and systematize your business.

A modern National Cash Register will raise the tone of your store, make your clerks more efficient, and put you in the class of up-to-date merchants.

It will enable you to save expense in running your store, and thus release money for other purposes.

It will make possible quick, accurate service to customers—the greatest inducement that

any merchant can offer to get and hold trade.

It will give you unequaled protection, that will check every cent of your profits into the bank.

It will give you information that will enable you to control your business.

A modern National Cash Register is a store improvement that will quickly pay for itself out of what it saves.

In the face of increased competition you cannot afford to postpone making this improvement.

THE NATIONAL CASH REGISTER COMPANY, Dayton, Ohio

Offices in all the principal cities of the world

Old registers repaired, rebuilt, bought, sold, and exchanged

I saw it in the February "Merchants Record"—Page 51

Movements of Display Men

EDWARD O'MALLEY, display manager for the Chicago Store, Kankakee, Illinois, was in Chicago, recently, placing orders for spring decoratives.

R. S. WARREN, formerly display manager for the W. F. Grant Company, Kalamazoo, Michigan, is now located in Allegan, Michigan.

D. A. H. MAC VAY, formerly employed in the profession at Ashley, Indiana, is now connected with the Hoosier Grocery, Fort Wayne, Indiana.

SAM WEISS, display manager for The Emporium, Detroit, Michigan, was in Chicago, recently, having been called there on the death of his mother.

W. M. MARTIN is now employed as display manager of a Wheeling, W. Virginia, store. He was recently located at Butler, Pa.

ED. J. SEILER is now in charge of the windows for J. C. Penney Company, Lima, Ohio. He was recently with the Lewis Mercantile Company, Elyria, Ohio.

BENJAMIN H. ALPERN has resigned as display manager for The Lincoln Department Store, East Liberty, Pa., to accept a similar post with Jos. Gordon's, Pittsburgh, Pa.

EFFIE THRONDSOHN, formerly of Minneapolis, Minn., has accepted a position as window decorator for the V. N. Mellquist Company, Litchfield, Minnesota.

C. W. BENTON is back at his old job as display manager for the New Phoenix Clothing Company, Muskogee, Okla. He had spent the last six months camouflaging ships for Uncle Sam.

WILLIAM J. BRANDON, formerly display manager for the J. A. Roberts Co., Utica, N. Y., has returned from his service abroad and is now located in Utica. He was with the Canadian field forces under command of Sir Douglas Haig.

W. A. FREAD, display manager for A. Herz, Terre Haute, Indiana, was in Chicago, recently, purchasing decoratives to be used at the Herz golden jubilee which will be celebrated this month.

E. W. CALVIN, of Chicago, Illinois, has accepted the display manager's post at Werner & Werner, St. Louis, Missouri.

SAMUEL KOPELOV, formerly employed in the profession at Troy, Ohio, is now display manager for the Piqua Dry Goods Company, Piqua, Ohio.

WILL FLINT, display manager for the Thompson-Hudson Company, Toledo, Ohio, visited Chicago during the latter part of January.

O. W. KENDALL, in charge of the decorating department for Falicen-Tehan Company, Springfield, Ohio, was a recent visitor in Chicago.

P. A. LANGDON, formerly display manager for P. Harrison & Dalley, Nyack, New York, is now employed at Wilmington, Delaware.

WILLIAM A. CARROLL has accepted a position as window decorator for The J. L. Hudson Company, Detroit, Michigan. He was recently with the Peoples Outfitting Company, same city.

BERT SMITH, formerly display manager for the Bon Ton Store, Altoona, Pa., is now in charge of the Publicity Department of the L. G. Lederman Company, Akron, Ohio.

FRED R. FISH, display manager for D. J. Stuart & Company, Rockford, Illinois, was in Chicago, recently, placing spring orders. Mr. Fish was one of the first display managers on State street.

BRUCE SMITH has accepted the display manager's post at the H. H. Stewart store, Flint, Michigan. He was recently in charge of the windows for Phil. A. Halle, Memphis, Tennessee.

CLOYD M. GIBBLE, for a number of years connected with Buchanan & Brown, Lancaster, Pa., in the capacity of display and advertising manager, is now employed in a similar capacity with S. A. Craig, Cambridge, Ohio.

MR. KENNY, formerly display manager for Oppenheim, Collins Co., Brooklyn, N. Y., has been recently heard from "somewhere in France." He has been gassed and wounded and has received orders to be prepared to sail for home.

Palmenberg

Wax Figures

Display Forms

Metal Fixtures

Now on display at—204 W. Jackson Boulevard—Chicago. A noteworthy collection of all that's new in display equipment—Call on us and get the benefit of Palmenberg service—it's for you—use it.

J. R. Palmenberg's Sons, Inc.

A Consolidation of

Palmenberg
1852

Norwich
1879

Kindlimann
1887

63-65 West 36th St., New York

Boston
26 Kingston St.

Chicago
204 W. Jackson Blvd.

Baltimore
108 W. Baltimore St.



Where the Sale Starts

THE APPEARANCE OF A SUCCESSFUL STORE

Your store front and display window give the first impression to a prospective customer the merits of your establishment.

As the individuality of a salesperson appeals to the customer, so does the attractive and individual store front appeal to the passerby.



Kawneer STORE FRONTS

are not merely enclosures for your windows, but are constructed only after a careful analysis by expert engineers.

Kawneer Service is our salesman and we are anxious to display our product and service. A complete picture story sent on request.

*Write for Forging Ahead
—a Valuable Book for Merchants.*

Kawneer Manufacturing Co.

1102 FRONT STREET

NILES, MICH.

Asked and Answered

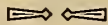
You Are Eligible

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

When is the next convention of the International Association of Display Men? Are Australian display men eligible to become members and may they enter photographs in the annual contest conducted by this association? H. B. H.

Answer—The next convention of the I. A. D. M. will be held in Chicago, the dates set at this time being July 14, 15, 16 and 17. The gathering will be at Hotel Sherman. Australian display men are eligible for membership in the I. A. D. M., and, being members, may enter photographs in the annual contests.



Department Managers' Sale

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Would you kindly publish in your Asked and Answered Department information relative to a Department Managers' Sale? W. K. K., Framingham, Mass.

Answer—Many stores conduct Co-operative or Department Managers' Sales, and while the methods and features are not always exactly the same, the principles governing are quite similar. Here is how one western store conducts such a sale:

The sale lasts two weeks, during which time the heads of the various departments are on their metal—each one striving to establish a record in the matter of sales. During the event, the department managers are given full possession of the store and allowed to do as they choose. They are given full power over their respective departments. Valuable cash prizes are given to the managers and assistants in the three departments that show the greatest gain in sales over the corresponding sale days of the previous year. This sort of a sale naturally stimulates much rivalry and enthusiasm.

In the newspaper announcements of the sale two full pages are used, in order to give each department manager plenty of space in which to exploit his offerings. Considerable space is allotted to the explanation of the plan, and a portrait of each of the department heads is reproduced. The personal factor of the sale is brought out as strongly as possible, and this, no doubt, has a great weight with the buying public.



New Store Fronts

MERCHANTS RECORD AND SHOW WINDOW:

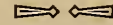
Asked and Answered Department—

We are writing to inform you that we have recently purchased a 70-foot front building and desire you to put us in touch with concerns making a specialty of store fronts.

A. S. Company.

Answer—We take pleasure in referring you to the

advertising pages of MERCHANTS RECORD AND SHOW WINDOW. Would also call your attention to the articles on new stores and store fronts appearing in this issue.



Baumann Art Panels

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

A few months ago there was published in the valued MERCHANTS RECORD AND SHOW WINDOW an item pertaining to a new decorative feature in the form of art panels. Would you be kind enough to state through the columns of the Asked and Answered Department where these panels may be obtained, and what subjects are treated?

Thanking you for your many favors,

Yours very truly, J. B. C., New Bedford, Mass.

The Art Panels to which you refer are made and distributed by the L. Baumann & Company, 359 W. Chicago Avenue, Chicago, Illinois. We refer you to the L. Baumann advertisement in this issue.



Auditorium Decoration

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department.

I have been designated by the secretary of our Chamber of Commerce to superintend the decorating of our new auditorium. I continually find many new and practical ideas in MERCHANTS RECORD AND SHOW WINDOW and felt that it can direct me to a few places where I may obtain a few ideas that will be of use to me in my duties as superintending the decorating of the auditorium mentioned above.

Thanking you in advance,

Yours truly,

A. S. W.

Cedar Rapids, Ia.

Answer—There are throughout the country many fine examples of the types of decoration particularly suitable for auditorium decoration. Should you visit Chicago many excellent examples may be seen. Particularly beautiful and unique is the decoration at the Chicago Arena, Broadway and Thorn-dale avenue. Also of particular interest is the system of lighting which lends perfectly to the decorating features.

While you are there take advantage of the opportunities afforded by the wonderful surface of ice. Put on the skates, enjoy a most healthful and exhilarating exercise.



Hand Style Type Machine

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Where may I secure machine for making price tickets?

Answer—This press and complete outfit may be purchased from the Pittsburgh Hand Style Type Company, 410 Third Avenue, Pittsburgh, Pa.

The Height of Artistic Effect

Successfully Embodied in Modern Art Backgrounds
Decorations that Qualify for Prominence, Elegance and Dignity



This Japanese Set Piece, 9 feet wide, 7½ feet high. Price \$35.00

Install Our Displays

They assure ideal
showings where effect
and economy are
factors

Send for New Spring
Folder now

Modern Art Studios

Creators of
Window Backgrounds
431 N. Clark Street
CHICAGO

Spring Floral Decoratives

We Cheerfully Submit Samples of Any Decoratives Free of Charge
for Comparison

Just a few offerings to show you our exceptionally low prices for high quality goods:

Maidenhair Ferns—Natural Preserved Fireproof selected Sprays, any color, per 100\$3.75
Asparagus Ferns—Natural Preserved in green, per 100 5.00
Beech Branches, 3 to 4 feet, selected, pastel Spring Green, per 100..... 7.50
Ruscus Natural, Preserved in green, per lb.45
Ivy Vines of Fireproof Muslin, 12 leaves to yard, per gross 6.50
Apple Blossom Vines, Branches, Wisteria Flowers, and a full line of new and novel decoratives.

AT YOUR SERVICE

J. HARTWIG COMPANY

THE HOUSE OF ORIGINALITY

Manufacturers and Importers of

Art Decorations of Exclusive Designs

26-28-30-32 PELLINGTON PL.

BROOKLYN, N. Y.

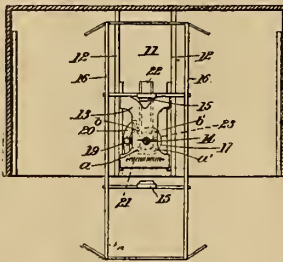
SHOW ROOM, 24 W. 30th St., New York City

New Patents Issued

Display Rack

1,282,576. SOLOMON HIMMEL, Baltimore, Md. Filed February 17, 1915. Serial No. 8,818. Patented October 22, 1918.

1. A display rack comprising a case, a rotatable rack member mounted to reciprocate within said case, means for normally preventing rotation of said rack member, rotatable means engaged by the rack member when in one extremity of its reciprocation, to permit rotation thereof, and means for normally maintaining said rotatable means in position to be engaged by said rack during reciprocal movement of the latter.



The combination with a case provided with carriage guides, a carriage mounted to reciprocate in said carriage

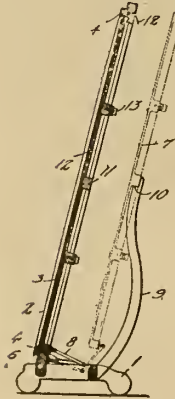
guides, a stationary guide located below said carriage, a rotatable rack member supported by said carriage, a disk attached to said rack member and rotatable therewith, depending members attached to said disk and arranged to engage the sides of said stationary guide, a rotatably supported anchor member spaced from the forward extremity of said stationary guide and position to form a continuation thereof, and means for holding said anchor member normally in alignment with the guide member.



Model Display Stand

1,283,369. CLAUDE B. TYLER, Dallas Texas, assignor of one-half to Alfonso Cevola, Dallas Texas. Filed January 18, 1918. Serial No. 212,423. Patented October 29, 1918.

In a model display device, the combination with a base, of a frame mounted on the base and bowed transversely, a sheet disposed in the frame and bowed transversely, said sheet having an outlined transparent portion surrounded by a background, and a back member curved transversely for supporting a piece of fabric in contact with the rear face of the sheet.



Display Fixture

1,278,059. SIGFRIED E. SUMMERFIELD, St. Paul, Minn. Filed October 16, 1917. Serial No. 196,777. Patented September 3, 1918.

In a device of the class described, comprising a pyramidal base portion formed of thin sheet material, a supporting rod rigidly fixed in said base portion and formed from a single piece of material, said rod being formed with toe and heel engaging loops, said heel engaging loop being formed with a horizontal portion upon which the base of the heel of a shoe is adapted to rest and a horizontal engaging portion which is adapted to engage against the inner portion of the heel of a shoe so as to hold the shoe in a tilted forward position, substantially as described.



Tie Hanger

1,283,324. HERBERT J. SCHLUCKEBIE, Frankenmuth, Michigan. Filed November 24, 1917. Serial No. 203,698. Patented October 29, 1918.



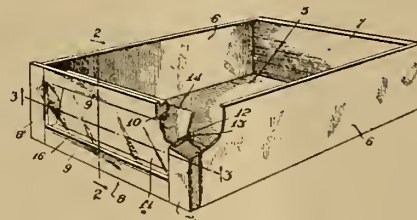
A tie hanger and shaper comprising a V-shaped frame formed of spring wire, the free ends of the arms of said frame being provided with eyes, and a suspending device formed of wire and comprising a central portion formed to provide a looped handle, intermediate portions intertwined together and forming a rigid shank projecting from said handle, and end portions providing arms projecting in longitudinal alignment with each other and bent at right angles to and in opposite directions from said shank, said arms being slidably and pivotably engaged by the eyes of the frame arms and bent at their free ends so as to form terminal stops to limit the spreading movements of said frame arms.



Display Drawer

1,274,843. EARL HENRY BEKKERING, Duluth, Minn., assignor to Duluth Show Case Company, Duluth, Minn., a Corporation of Minnesota. Filed March 26, 1917. Serial No. 157,514. Patented August 6, 1918.

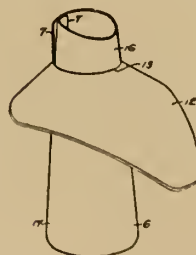
A display drawer comprising a rectangular container, one end of said container being constructed of top, bottom and end members arranged about a central opening and rabbeted to provide shoulders, a transparent wall resting against said shoulders, fastening strips secured to said end members to rigidly hold said transparent wall, said strips having grooves on their inner faces spaced from said transparent wall, and a wall supported in said grooves and removable therefrom without displacing the end of said container, said last mentioned wall forming, with said transparent wall, a compartment open at its top and adapted to receive goods to be displayed.



Neckwear Form

1,282,720. MORRIS TRATTLER, New York, N. Y., assignor to G. H. and E. Freyberg, a Co-partnership, New York, N. Y. Filed July 3, 1915. Serial No. 38,013. Patented October 22, 1918.

A neckwear form comprising a stand made of sheet material, the longitudinal edges of which are cut to converge, means at the edges to maintain them against one another, whereby said sheet material is formed into a tubular frustocone-shaped member adapted to rest on the end having the larger diameter; and a neckwear support of sheet material having an opening, including means for rendering said support concavo-convex and maintaining the same in said shape, said stand adapted to partially project through the opening in the support, to carry said support between the ends thereof.



Your Desk Is Waiting for You

Hooray! We're mighty glad you're back from Uncle Sam's service, where you did your part so well. Glad you feel so fit—full of energy and pep for your work. The right "tools" will help you get back your stride. My

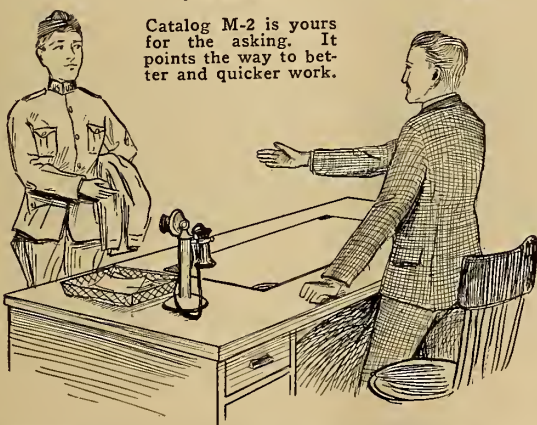
"Perfect Stroke" Brushes and Supplies

give absolute satisfaction. The brushes make a clean-cut, straight, firm stroke, and the work needs no last-minute going over.

BERT L. DAILY

Advertisers' Bldg. DAYTON, OHIO

New York City Salesroom: 1532 Third Ave.



Catalog M-2 is yours for the asking. It points the way to better and quicker work.



Make New Screens of the Old Ones

Send me inside measurements of your screens and I will quote you prices on gorgeous colored decorations of appropriate Spring Scenes, Butterflies, Flowers, Landscapes, Gamboling Lambs, Birds, etc. No limit to variety of subjects. No cheap looking water colors, but oil paintings of quality.

BACKGROUNDS PAINTED TO ORDER

H. KRATZNER 21 East Van Buren Street
CHICAGO, ILL.



**Better
Decorations
Low
Prices**

Compare the prices in our Spring Catalog with others and note we are 20% to 30% lower than all others.

FLOWERS

New Art Panels
Garlands
Papier Mache Cutouts
Patriotic Displays

Write for Catalog
Order Early
Order Now
Best and Cheapest

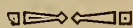
L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Ave., CHICAGO

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Clearing Misses' Frocks—Values Extraordinary, Ranging From \$20 to \$35 at \$11.50, \$15 and \$20. As desirable as all of these Dresses are, they must be disposed of quickly to make room for the now arriving Spring apparel. Former prices, therefore, have been utterly disregarded, and the saving opportunities throughout the Misses' Section are irresistible.

*Splendid \$6.50 Blouses at \$4.95—*A number of the beautiful styles and splendid values we have shown in the specialized line at \$6.50 will go out tomorrow for four-ninety-five. They are made of fine Georgette crepes and crepe de Chines, high- and low-neck styles, in navy blue, white, flesh, rose and Nile. Embroidered, tucked and beaded trimmings. A variety of styles and every one a splendid special value for \$4.95.

*Girls' Gingham Frocks—*Spring has tripped into the girls' shop, bringing with her many delightful frocks for school wear. They are made of gingham and the styles are as new as money just from the mint. Light and dark colors, in stripes, handsome plaids, etc. The sleeves are short or long, as you choose. The prices start at \$2.50.

*Hats \$1.95—*We offer seventy-five hats—good Fedora shapes in light and medium tan and brown, also other popular shades. These are broken lines from regular stock. All sizes from 6¾ to 7½, but not all sizes in each style. They are regular \$3.00 to \$4.00 values.

*Sale of Children's Dresses—*Dresses for children from best grade of ginghams and percales, choice of checks, stripes, plaids and some solid colors. They are well finished and neatly trimmed with novelty pockets, collars and belts. Values \$1.29 to \$3.95. *Union Suits for Little Girls—*Knit Union Suits for girls, ages 2 to 14, slightly fleeced; reduced from \$1.00 to 79c.

*Women's Evening Slippers, Half Price—*In the midst of the social activities of the winter season this event of timely interest is presented to women who appreciate good values. Our entire stock of evening slippers, including those in gold and silver cloth, plain satin and beaded models, in white, black and colors, are placed on sale for Friday and Saturday at Half Price.

*Two Models in Smart Boots Specially Priced, \$3.85—*We are offering these two extremely smart models in women's fashionable boots at this low figure as their shipment was delayed. The style and workmanship are excellent and it is only because of their lateness in filling the order that the manufacturer made a price concession which enabled us to offer them at this reduction.

*Good News for the Mother Who Buys Her Boy's Clothes—*Boys' extra good quality cassimere suits, also some worsted, in broken sizes. They are well made garments and can never be duplicated again for this price. Tomorrow you may buy them at \$4.95.

*729 Men's Shirts at \$1.65 (Less Than Wholesale Price)—*This limited special purchase was one of the most fortunate we have made recently. It brings fine negligee shirts of woven and printed madras in just the right weight for the coming season. All have starched cuffs. The variety of patterns and colors is so large that every man can find something to please him. We could not buy these shirts at wholesale at \$1.65 today.

Men Find That They Can Lower Their Shoe Bills when they buy in the Down Stairs Shoe Store. It is usually dangerous and unwise business to try to cut down in shoes, for in many cases you sacrifice the health of your feet or else pay out more for repairs. But taking in the year's reckoning of repairs and new purchases, men find that in the long run they save much money—first and last—in the Down Stairs Store! Quality is never sacrificed!

*New Lot of Women's Combination Suits \$2.25, Artificial Silk, Cotton and Wool Mixed—*Good news for women who missed the advantage of the first offering. So cleverly are they woven that some stores sell them as a combination silk and wool. It is very durable and lustrous. They are low-priced because they are "seconds"—but the imperfections are slight. Low neck, sleeveless, ankle length, regular or extra sizes. Top finished by hand.

*Variety in Silk Jersey Petticoats—*Quite lyrical in color and style, these silk jersey skirts. They adopt fringe in the higher-priced models. One in taupe with bands of Algerian red and a two-inch silk fringe is quite sumptuous. It is \$11.50. This combination is one of the newest. Scalloped flounces are simple and handsome. A good model at \$5.75 shows this effect. The popular model with deep side pleated flounce is only \$4.50. Many other styles and prices.

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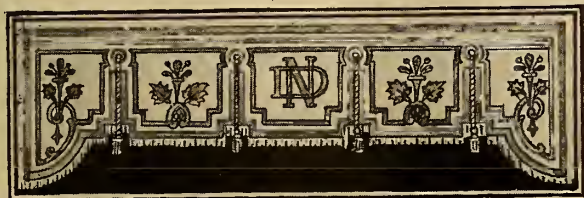
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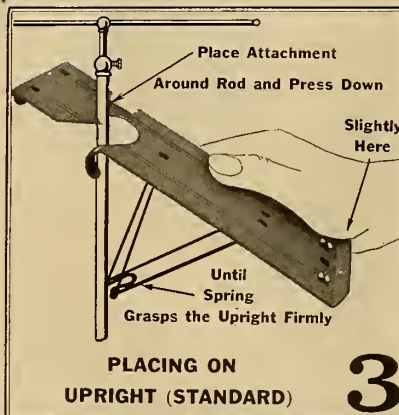
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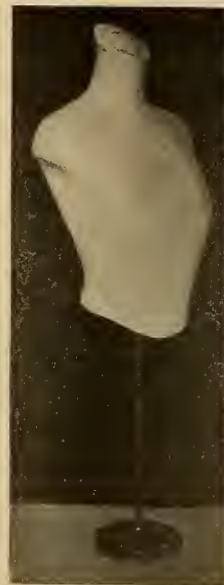
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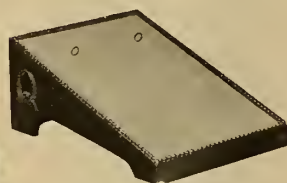
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No. 9



No. 308



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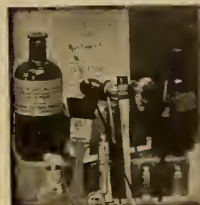
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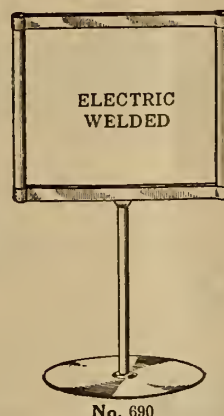
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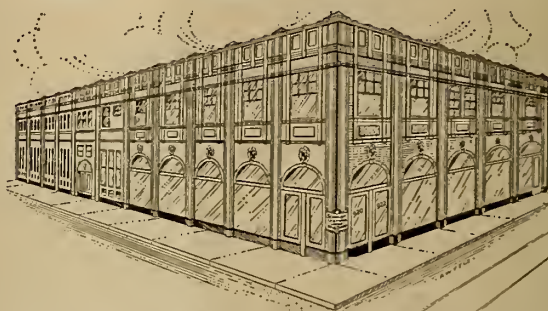
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Merchants Record and Show Window

March 1919

Volume XLIV

Number 3



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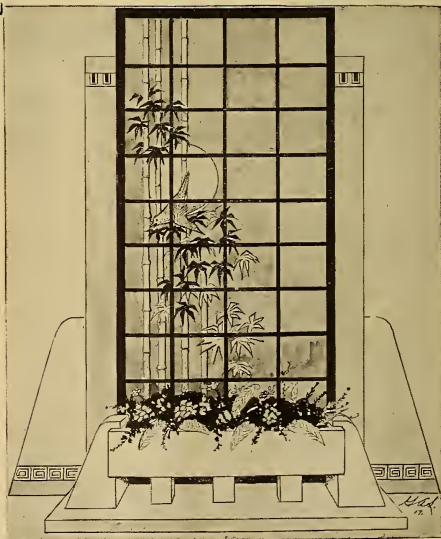
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An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

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1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

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431 So. Dearborn St.
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OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

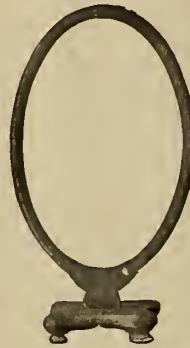
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NUMBER 3

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Our special machinery and methods, together with the great volume of our business, enable us to produce distinctive fixtures—fixtures that lend character and dignity to window displays—at a comparatively moderate cost. Let us send you our catalog.

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 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

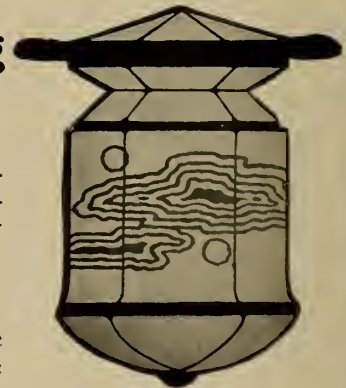


Prepare for Spring NOW!

Extend the feeling of prosperity, youth, and Spring-time freshness in your Show Windows this Spring.

Blossom Out—

We have some new decorative creations, new decorative panels, painted on canvas that can be used to good advantage, decorative screens, and complete settings.



No. 406—Jap. Lantern of odd design and bizarre coloring in red, yellow and black. Height 22 inches. Each\$1.25

Order early—give us time to make your Show Windows a success

**DO NOT FAIL TO VISIT OUR SHOW ROOMS
AND STUDIO WHEN IN CHICAGO**

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

*Designers and Manufacturers of Decorative
Backgrounds for Show Windows.*

THE BODINE-SPANJER CO.

Phone Diversey 2585

1160 Chatham Court

CHICAGO

Easter Decorations

That you can have at once from

SCHACK'S

**Order Now and Prepare for the Biggest Easter Business You Have Ever Had
Include This Beautiful White Papier Mache Dove in Your Easter Displays**

|||||||
Tulips,
all colors,
50c doz.

Hyacinths,
all colors,
\$1.00 doz.

Snow Balls,
all colors,
50c doz.

Easter Lillies,
all colors,
50c doz.

|||||||



|||||||
Jonquils,
70c doz.

Orchid,
75c doz.

Lilacs,
75c doz.

Fleur De
Lis,
\$1.50 doz.

|||||||

No. 6030. White Dove.

Natural size in the best quality of papier mache. Very light in weight and may be refinished over and over again. Olive branch included. Entirely new this season. Each.....\$1.50 Dozen.....\$16.00



No. 4076. "Velvo" Lily and Fern Boquet. For Easter trims. Flowers used are:

1/2 doz. No. 2991 Lily Spray.....\$1.00
2 doz. No. 2423 Lilies.....1.00
1/2 doz. No. 2903 Adiantum......45

Cost of decorations.....\$2.45
With 24-inch White Rock Crystal Vase, tinted with green.....1.50

Cost, complete.....\$3.95



No. 5840. Larkspur Spray.

This is a new spray, and makes a wonderful decoration for Spring. Made up in any color you desire. State color wanted.

Dozen sprays.....\$ 4.75
Gross 54.00



No. 3115. Apple Blossom Spray. Here

is an unusually attractive spray of this favorite blossom. It is graceful in shape and the flowers and leaves are fine examples of the flower maker's best work. 12x13 in.

Dozen.....\$3.00 Gross.....\$33.00

SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Ave.

Chicago

French Wax



A Parione Figure

The making of worth while wax figures is an art for which France is famous. Many years ago one of the best French artists founded in this country the French Wax Figure Co., thus bringing this art to America and making it possible for the merchants of the United States to get the very best wax figures "Made in America."

The beauty of face and figure and the "chic" pose that make really attractive figures, are only to be found in figures made by the French Wax Figure Co.

They cost no more than the imitations.

Parione Figures

Many years have been spent in our research department perfecting an unbreakable figure that would be life-like. The result is our lines of Parione Figures.

A new feature is the sculptured hair and the natural hair that is interchangeable on these figures.

Where something striking, original and lasting is desired in a window display we recommend Parione Figures.

Papier Mache Forms



A Papier Mache Form

Where garments are shown on wax figures or papier mache forms it is possible for the customer to see how they will appear when worn. This means increased sales.

Our line of papier mache forms is in the same class as our wax figures. Correct in shape and style. Durable in construction, unbreakable, washable, flesh colored enameled busts. Easy adjusting device.



Papier Mache Waist Form

Children's Figures



Child's Wax Head

We pride ourselves on the loveable and lifelike figures of children in our line. Sizes range from 1 year to 14, thus enabling you to make excellent displays of infants' wear and show apparel for any size of boy or girl.

*We make immediate shipments.
Write for complete catalog.*

French Wax Figure Co.

Chicago Office

715 Medinah Building

MILWAUKEE
70 W. Water St.

KANSAS CITY
15 W. Ninth St.

LOS ANGELES
202 E. Fourth St.



Especially Adapted for Stenciling, Decorating or Painting Window Display Backgrounds

Window Backgrounds, Dividers and Cut-Outs made of Cornell-Wood-Board are ideally adapted for stenciling, decorating or painting. Comes in standard sizes, is easily handled and worked over into various shapes.

Tough and durable, Cornell-Wood-Board will not warp, crack, chip or buckle. It is unequaled for use in Changeable Panels, Arches and Borders, Fireplaces, Cut-Out Letters, Stock Boxes, Wall-case Backing, Flower Boxes, etc. It will pay you to keep a bundle on hand.

*Your lumber dealer should have
Cornell-Wood-Board. Write for Free
Sample and complete information.*

Cornell Wood Products Co.

C. O. FRISBIE, President

Dept. 133

173-175 W. Jackson Blvd.

CHICAGO, U. S. A.

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs Alterations or New Work

We Thank You!

WE would be indeed lacking in gratitude if we failed to express our appreciation of the wonderful business that has been given us by Merchants and Display Men this season.

Our sales have been the greatest in our history—and that is saying much.

The immense number of orders received from all parts of the United States and Canada have swelled the volume of our trade beyond all precedent, and every facility of our big establishment has been taxed to the utmost in meeting the demand that has been made upon us.

While the great volume of our business has been gratifying, it is doubly pleasing to us to feel that it has been deserved. It pleases us to know that our merchandise and our methods have received such unmistakable endorsement in the judgment of critical buyers.

We have worked long and conscientiously to make this the best establishment of its kind in the world. We have done our best to make this the House of Real Satisfaction, and the business you have given us leads us to believe that our efforts have been justified.

We take this means of expressing our sincere thanks to the thousands of our friends who have helped to make this our record season.

SPECIAL OFFER: With all orders mailed after March 15th, we will give FREE OF CHARGE, a book treating on window backgrounds, illustrating 150 different background decorations for show windows, or you can have the drapery book with 1200 illustrations. These are two valuable books to the display man and merchant and you have choice of either of them. State your preference when forwarding order.

LOUIS M. SELIG, *President.*

THE BOTANICAL DECORATING CO.

MANUFACTURERS AND IMPORTERS OF
ARTIFICIAL FLOWERS and DECORATIONS

208 West Adams Street

CHICAGO, ILL.

Caldwell's Greens for Your Easter Display



SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in two different sizes containing sufficient smilax to cover from three hundred to six hundred square feet of wall space.

Case No. 3.....\$3.00 Case No. 6.....\$4.50

CALDWELL The Woodsman Company

Caldwell's Natural Greens will bring the full meaning of Easter to your windows. Caldwell's Natural Greens are gathered in the woods and shipped fresh, soft and luxurious.

My natural evergreens used as your window decoration will double the attractiveness of your merchandise over what can be accomplished with the artificial kind of stuff.

Here are a few of my evergreens. Please note that I quote the same old prices.

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller. Packed in same size cases as Southern Smilax. Same prices.

SOUTHERN GREY MOSS

Mighty attractive for festoons in the store and for the floor of the show window. 25-lb. sack, \$3.00.

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

Prices for Long Needle Pines: Assorted sizes, \$2.00 per dozen and \$11.00 per 100.

CHAMAEROP PALM CROWNS

Fine for window decoration; also good sellers for home and church decoration. Placed in a vase of water, they cannot be told from a natural plant.

Prices for Chamaerop Palm Crowns: Per dozen, \$2.50; per 100, \$15.00.

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customers this season. Hundred, \$4.00. Special rates per thousand.

EVERGREEN, ALABAMA

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

Easter and Spring Window Decorations

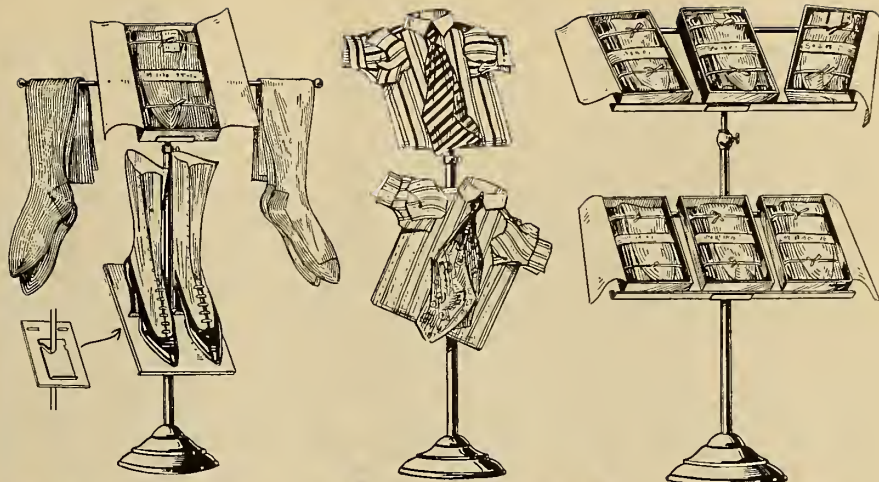
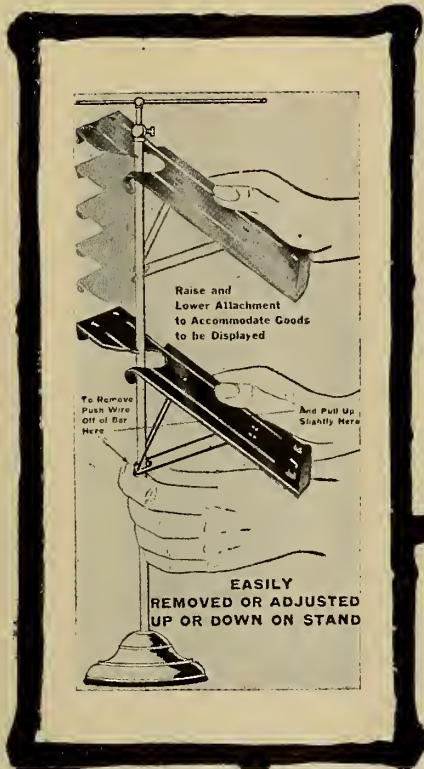
Our line of Novelty Papers, Flowers and accessories have no equal.

Everything for successful window trim.

Send for Catalogues

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York City



The LEON ATTACHMENT

Pat.—U S. and Canada

and your Metal Stands make these up-to-date units and 1000 Other Displays

The expenditure of a few dollars for a number of Leon attachments will make your old metal fixtures strictly up-to-date and save you hundreds of dollars that you would otherwise spend for new fixtures. Even the new fixtures do not permit the versatile arrangement of merchandise possible with the Leon Attachment. Use the Leon Attachment on your new fixtures too and make them doubly efficient.

TRY A SAMPLE DOZEN FOR 1919

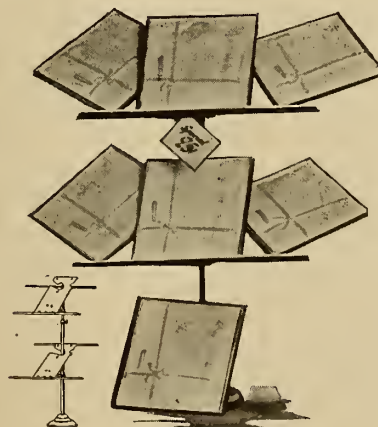
Put new pep in your merchandise displays for 1919 by using the Leon Attachments. They make your displays more attractive, and entirely different. Thousands are now in use by stores of all sizes—the best display men everywhere recommend them.

They fit automatically at any place on the standard, on top or on the cross bar. No screws or springs to bother with. On and off in a jiffy. Made of indestructible metal. Folds up flat in small space when not in use. Send in sample order today.

Price per dozen.....\$10

Booklet showing how to use the attachment sent with order
If you desire further information, write us.

MORRIS LEON MFG. CO.
220 West Superior Street
CHICAGO



Two Leon Attachments may be attached to a T-stand, which allows two shirts to be displayed, as shown in cut above.

If you are interested in paper decorations see page nine of
the **MERCHANTS RECORD AND SHOW WINDOW**
for February. Write for special circular.

5463

5472

5538

640

5576

5540

5482

5574

5401

5470

5462

5536

5570

5467

5480

5572

When ordering from the following numbers be sure and mention the colors. Flowers come in pink or purple, or any color to order. Foliage in light or dark green.

No. 5401. Window Set Piece with hand-painted scenery, size 36x56 inches, \$4.50 each.

No. 5463. Wild Rose Branch, 18x52 inches, \$1.25 each, \$13.50 dozen.

No. 5470. Wistaria Branch, 22x48 inches, flowers in pink only, 95 cents each, \$9.50 dozen.

No. 5472. Morning Glory Branch, 16x50 inches, \$1.25 each, \$12.00 dozen.

No. 5538. Apple Blossom Vine, 12 leaves and 12 flowers, \$1.95 dozen, \$21.50 gross.

No. 5536. Ivy Vine, in cloth, \$1.65 per dozen, \$17.50 per gross.

No. 5462. Rambler Rose Branch, 45 inches long, 95 cents each, \$4.60 dozen.

No. 6140. Rose, 24-inch stem, in crimson only, \$4.50 dozen.

No. 5540. Wistaria Vine, in pink only, \$3.50 dozen, \$37.50 gross.

No. 5467. Daisy Spray, 18x36 high, 75 cents each, \$7.50 dozen.

No. 5482. Wild Rose Branch, 14x29 inches, \$4.25 dozen.

No. 5480. Dogwood Spray. 12x28 inches, \$3.00 dozen.

No. 5576. Cherry Blossom Basket, 18x33 inches, \$3.00 each.

No. 5574. Set Piece, hand painted, water color, spring scenes, 28x48, \$8.50 each.

No. 5570. Set Piece with Basket Pot, 18x45, \$2.50 each.

No. 5572. Trellis Decoration, 24x48, \$4.50 each.

J.F. Gasthoff & Co.

Leading Manufacturers of Artificial Flowers
and Decorative Supplies,

Danville,

Illinois

Keep a record of the men who went

Whether they were clerks in your store, or employees in your factory, or members of your club or lodge, or pillars of your church; whether they were exalted in station or obscure; whether they made the "Supreme Sacrifice" or lived to enjoy their honors, a Hess Honor Roll is suggested as a visible memorial to their fame as the homage of their friends.

Honor rolls beautifully executed in genuine water colors plainly lettered in black or richly illuminated with pure gold, tooled and burnished, and ornate initial and lettering of the highest order at prices ranging from \$3.50 up to \$100.



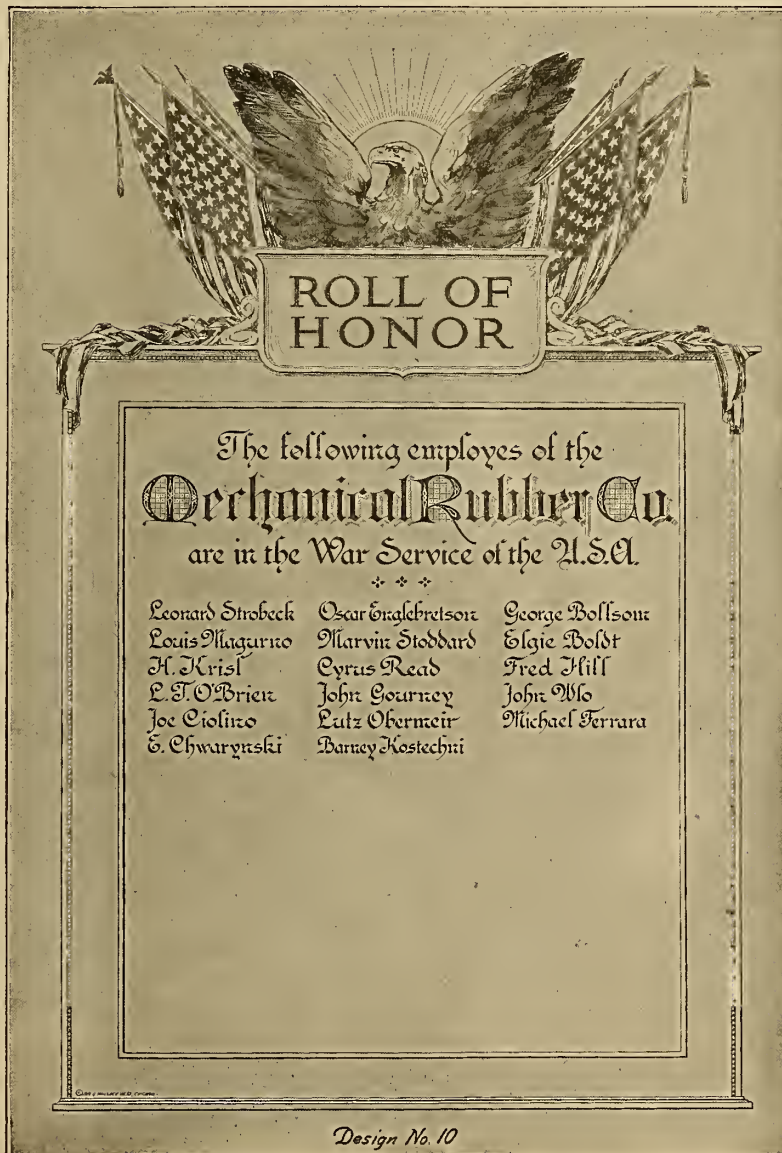
Individual honor rolls and soldiers' service records combined for firms, lodges, churches or welfare organizations to give to their boys. Genuine water colors, complete with name of organization presenting same and soldier's name—with space to fill in service data, each \$3.50.

Sizes 12x15 and 12x17 inches. In hand carved gold frames, \$3.00 and \$3.50 extra.

Beautifully executed and illuminated memorial for Gold Star Men, 11x14 inches, for cities, lodges, stores, churches, auxiliaries, etc., to present to the families of the boys who "went west," complete with name of organization and soldier's name, each \$6.00.

In hand carved gold frames, \$9.00.

Soldiers' service records beautifully engrossed \$3.50 and more according to amount of data furnished.



This beautiful Honor Roll can be furnished in 12x17, 17x22 and 23x31 inches and will hold 20 to 30, 60 to 80 and 150 to 200 names, respectively.

Complete as shown, with name of organization and names, prepaid, \$3.50, \$10, \$25. Illuminated heading on two largest sizes.

Resolutions of sympathy, testimonials of esteem engrossed for framing or in album form, \$5.00 to \$100 and more.

Masonic certificates, aprons, honorary membership certificates and charters engrossed.

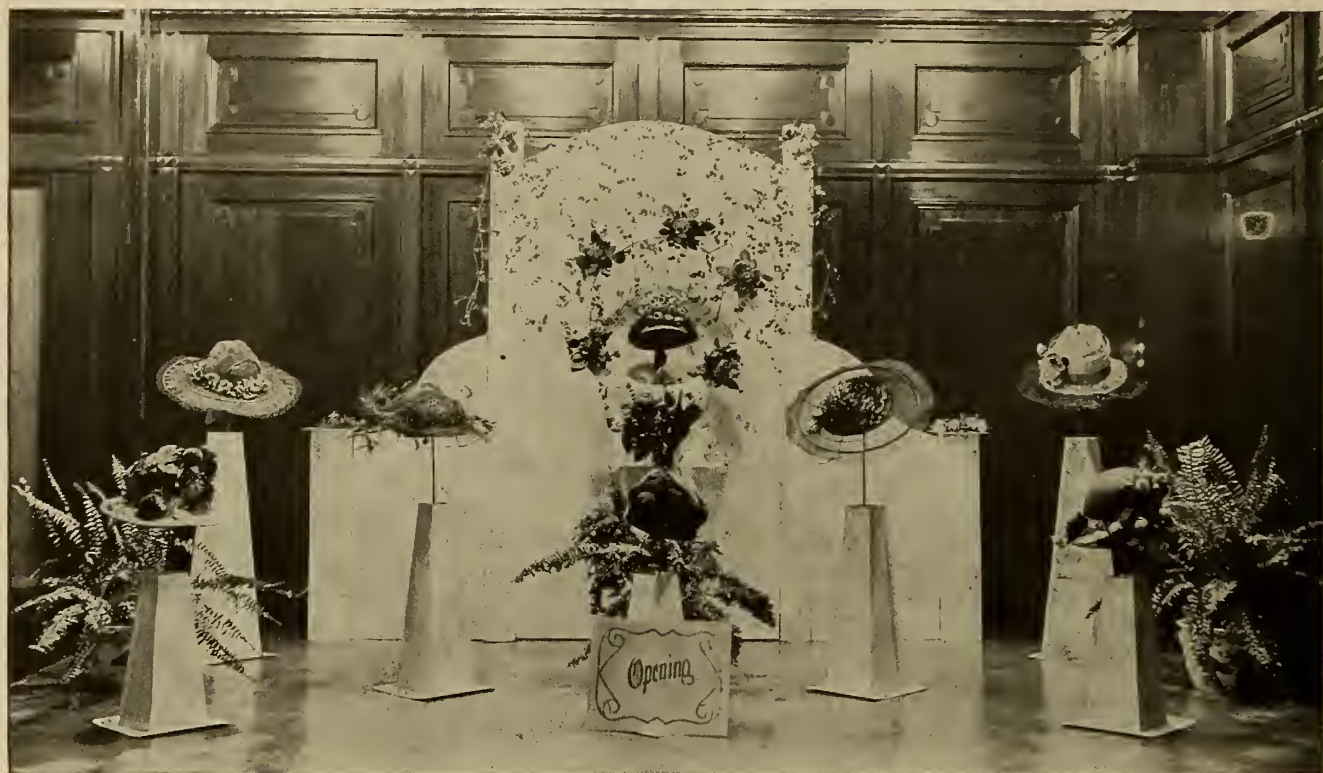
Diplomas designed, lithographed and engrossed.

GEORGE WALLACE HESS

Room 1520 North American Building, Chicago

State Street at Monroe, Telephone Central 5719

Insure the Success of Your Display With EZY-BILT



Another idea for the use of Ezy-Bilt Window Board. This setting executed by H. F. Hoefs for Holzimer & Shaul, Amsterdam, N. Y.

EZY-BILT Window Board can be used for all designs and backgrounds.

Cut it with a knife—it will not bend, warp, buckle or sag and requires no expensive carpentering.

There is no limit to the possibilities of **EZY-BILT**. Any idea can be accomplished with this exclusive window board.

EZY-BILT for backgrounds, figures, relief ornaments, etc., will insure the success of your display.

Every issue of **MERCHANTS RECORD AND SHOW WINDOW** contains many excellent suggestions you can easily execute with **EZY-BILT**.

It will receive your full endorsement after a trial.

Special Introductory Offer

This offer is for our two new sizes as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and give **EZY-BILT** a trial

*A sample of **EZY-BILT** and a folder containing many suggestions for its use sent on request.*

Hunt-Crawford Co.
Coshocton Ohio



W. T. GEISSINGER
PATENTEE AND
MANUFACTURER
82 SIXTEENTH AVE.
LONG ISLAND CITY, N. Y.

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED
JANUARY 16, 1917

Looks Just Like Professional Lettering

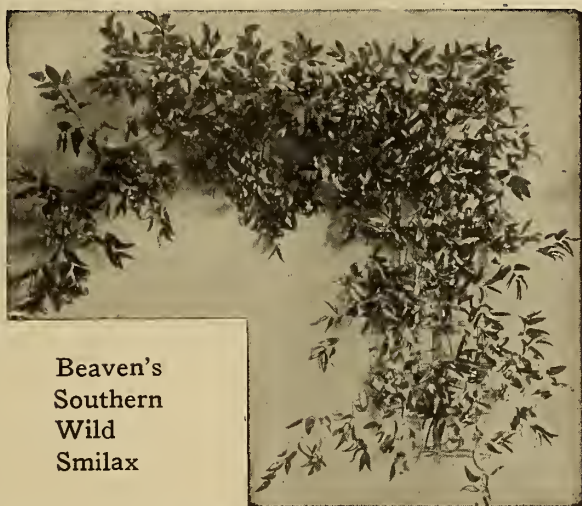
Spring THIS IS THE STYLE OF TYPE OF
MY ALPHABET
Offerings

**MADE IN
U. S. A.**

**NEW YORKS' LATEST SUCCESS
IN SHOW CARD PRINTING OUTFITS**

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

Beaven's Tropical Greens for Early Spring



Beaven's
Southern
Wild
Smilax

SOUTHERN WILD SMILAX

Being packed out in the open for shipment to all parts of the world.

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance on account of the war.

Case No.	Covers Approx.	Weight	Price
3	300 sq. ft.	25 lbs.	3.00
6	600 sq. ft.	50 lbs.	4.50

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any store.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window Floors.

*Beaven's Fadeless Green Moss is shipped in Bags
Price \$4.00, f. o. b. shipping point*

PRICES ASSORTED SIZES

Long Needle Pines As beautiful as palms in decorations.	} \$2.00 per doz. \$11.00 per 100
Chamaerops Palm Leaves Sabal Palm Leaves	
	\$4.00 per 100.
Chamaerops Palm Crowns Our native palm plants with their roots removed.	} \$2.50 per dozen. \$15.00 per 100.
Southern Grey Moss	
	25 lb. sack, \$3.00.

E. A. BEAVEN

Evergreen

Alabama

The **WELCH-Wilmarth** LINES of Grand Rapids

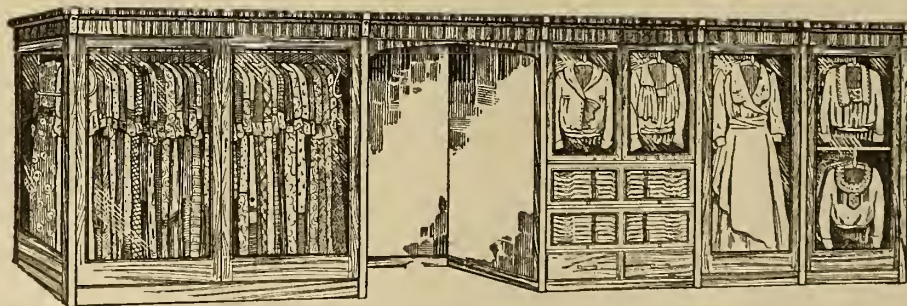
Why "Method in Merchandising" Stores are successful



BY SUBSTITUTING for old-fashioned, expensive and burdensome — store methods a thoroughly tried out, practical and scientific system of retail merchandising.

This "Welch-Wilmarth" system is founded on a study and analysis of successful retailing and in every instance it increases sales, reduces overhead, systematizes buying, gives a bigger stock turnover, prevents errors and improves service.

The significance of these advantages will be obvious to any retailer and those who intend to keep pace with competition will start their investigation right now.



Modern fixtures for the display of clothing combine the features of accessibility, ease in making selection by the customer. The garments are protected from dust and the fit and shape is preserved by having an individual hanger for each garment. The capacity of these cabinets is large, as every possible area of space is utilized. Revolving, telescope slide, movable hang-rod. Types, prices and capacities to fit all requirements.

The Welch-Wilmarth system includes units for the display and care of merchandise of every character. It embraces glass show cases for shirt waists, shirts, ribbons, glove and notion storage and display units, clothing cabinets, mirror alcoves, and cases for hats and caps. The system, in fact, provides completely for "Method in Merchandising" in every department of retail selling.

Our staff of experts in store planning are at your service with suggestions for your store.

Our book, "Method in Merchandising," will be sent to any store executive writing us.

Welch-Wilmarth Companies

Grand Rapids, Michigan

Showrooms New York

Chicago

St. Louis

Pittsburgh

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIV
NUMBER 3

MARCH, 1919

Single Copies
Thirty-five Cents

Outfitting the Modern Store

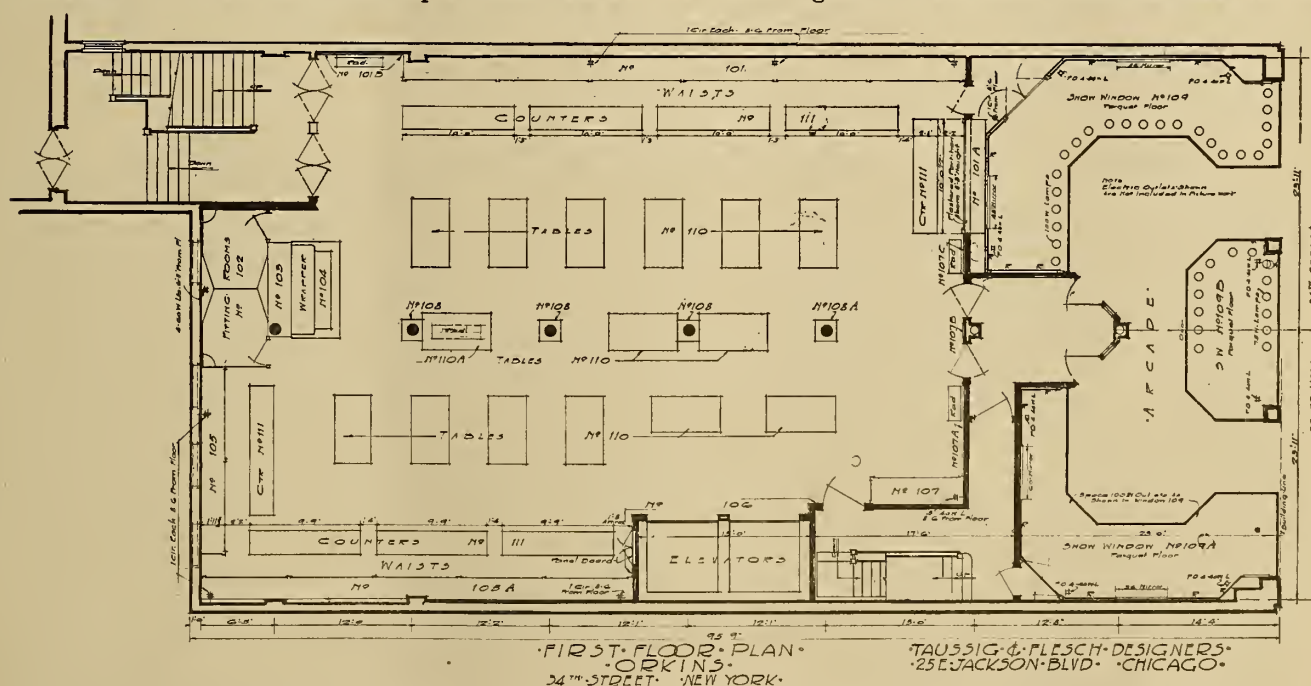
Many new features in the construction and equipment of the new Orkins store—Shallow "island window" one departure—Shoplifting reduced to a minimum.



J. B. ORKINS, of the J. B. Orkins Corporation, or "Orkins," as this organization is generally styled, has, during the term of the war, amid the greatest difficulties of remodeling and construction, brought his plant up from a small, single ground floor store, and upper floors, to a solid double store of five stories and basement, on Thirty-fourth street, between Fifth avenue and Broadway, New York, one of the main shopping thoroughfares of America. It is all the more remarkable that the effort—and result—has been to provide the most up-to-date equipment possible. The store could have been fitted up at much less ex-

pense, but the ideal accommodations for doing a thoroughly modern business were sought and realized. There are a number of features in the store which leads to a description and illustration of them for the benefit of the trade at large.

First may be considered the "island window" at center of entrance. This is, for good reasons, shallow, differing from most or all other houses of the kind for psychological reasons. Thousands of women pass here within an hour, most of them on the rush. If the window is deep, with long entrances on each side, a hurried glance is sufficient. But the idea is that



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WAIST DEPARTMENT.

with a shallow window, which can easily be skirted in the rear in passing, and through which attractions can be seen in the window's beyond, passersby make the detour and are attracted further. There is evi-



DRESS DEPARTMENT.

dently a good deal in this and the management is highly pleased with their policy. Usually, the more merchandise that can be well shown, the better. That is all right in a stretch of windows all facing the street immediately, but for an island window it is different,

for the reasons given. The island window has hardwood floor and a fine valance at top.

There is a fine display space at right of right entrance, opposite island window, and same at left, the backs being beautifully paneled in walnut, with hardwood floors.

On the main floor are shown on one side the silk underwear department, and on the other the waist



SILK UNDERWEAR DEPARTMENT.

department, both having the same kind of fine equipment. Around the top of the fixtures for stock runs the series of finely illuminated glass cases showing a large selection of the merchandise well displayed. These are handsomely paneled in walnut and the goods are shown to excellent advantage. Below this series of high display cases are the fixtures where the stock is kept, all fronted with glass doors and dust proof. The fact that the stock is visible to salespeople is to advantage, for goods that are not selling are impressed upon them, while the fact that others are quick movers is readily apparent. The merchandise is also shown on carefully designed tables of



DISPLAY WINDOW TO LEFT OF CENTER CASE, J. B. ORKINS' STORE, NEW YORK CITY.



BLOUSE DISPLAY IN ISLAND WINDOW OF THE J. B. ORKINS' NEW STORE, NEW YORK CITY.

walnut, with stock handy for the salespeople in the drawers underneath. In rear of waist department is the entrance to the merchandise, receiving and shipping departments, and the purchasing department; also the wrapping and cashier's desk. On either side are fitting rooms for trying on both the underwear and waists.

The second floor is a beautiful section, the entire floor being given over to the sale of dresses. The main feature consists of the twelve fitting rooms surrounding the large apartment, each with a spindle panel at top, a feature entirely new, and which detracts from the absolute liberty which some light-fingered and highly appreciative women may feel when there is nothing to hinder concealment and appropriation of filmy gowns unaccounted for. There is ample privacy for trying on the gowns, but there is a but—a reason—that half open spindled space at top—which suggests that certain things may not be safe. This precaution will not absolutely prevent shoplifting, but it will undoubtedly reduce it to a minimum. There are doors leading behind these rooms where a large amount of stock is kept on hangers.

At other points round the floor in spaces faced with glass is displayed a variety of handsome gowns, and being in plain view there is always something to

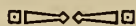
attract the attention of customers, and spreading them throughout the place instead of their being confined largely to one point. Further, the old-style display chairs are done away with. In their place costumers have been introduced, with bar at top, over which the dresses are thrown, and are thus displayed much better and with far less wear and tear than otherwise. The pillars of the floor are all surrounded with a square set of mirrors, and there are occasional exhibits of notable gowns upon forms upon the floor. The carpeting is of a light taupe shade of Wilton, which is the treatment of all the floors.

The results of the operation of this entirely modern and notable equipment are reported as most satisfactory, and the establishment is a distinct addition to the high-grade merchandising thoroughfare of the home of the store. Among the efficient aids of J. B. Orkins, president, are R. C. Bradley, merchandise manager, and Lawrence McArdle and Richard Dougherty, in charge of the interior and exterior displays. The allotment of floors to the business is as follows: First floor, waists and silk underwear; second, dresses; third, coats; fourth, suits; fifth, offices, and alteration and fitting rooms. The organization controls all the space running clear to Thirty-fifth street, to provide for the extension of the business.



Advantages of a Charge System

Placing the dollar and cent value on windows affords many advantages—Departments should be charged only for window they actually get.



By R. T. Whitnah

ALTHOUGH practically all the large merchandising institutions, and a majority of the medium sized ones, have long since adopted the plan, there are still a great number of stores that have never experienced the advantages offered by inaugurating the charge system in the display department. Why shouldn't this department be operated on an equal basis with the advertising of the other departments throughout the store?

The expense of operating the display work in stores where the charge system is not in effect eventually comes out of the overhead, and each department, at the end of the year, is pro-rated. Departments which have only one or two displays a year are charged the same as the ones which have two or three each month. This is an injustice to the departments and

can be overcome by charging each department only for the window they actually get. When window space is not charged, there are always certain departments that are ready to take advantage of other departments on the amount of space. Then there are such articles as cotton, cheap lace, twenty-five cent neckwear, etc., that the advertising man can handle better in his newspaper advertising than to adorn the front of a respectable high-class store, when there are hundreds of other lines of merchandise that are not staples, that will make on one sale, perhaps more profit than the previous articles mentioned.

The last argument presents the fact that when the departments are charged for space they will show merchandise that will get the profits; this means higher class merchandise for the windows and in turn



DISPLAY BY R. T. WHITNAH FOR CROSBY BROS., TOPEKA, KANSAS.

WINDOW REPORT

For the week of Feb 3rd to Feb 8th

1	2	3	4	6	7	8
			5			

WINDOW	PER DAY	DEPT	CHARGES	DISPLAYED			DEPT	CHARGES	DISPLAYED		
No. 1 @	\$2.75	K	8 25	Mon.	Tues	Wed.	A	8 25	Thur	Fri	Sat
No. 2 @	2.25	N ¹	6 75	"	"	"	S	6 75	"	"	"
No. 3 @	3.50	C	10 50	"	"	"	C	10 50	"	"	"
No. 4 @	2.25	S	6 75	"	"	"	E ¹	6 75	"	"	"
No. 5 @	1.00	G	3 00	"	"	"	N ⁷	3 00	"	"	"
No. 6 @	3.50	F	10 50	"	"	"	C	10 50	"	"	"
No. 7 @	2.25	Z	6 75	"	"	"	D	6 75	"	"	"
No. 8 @	2.75	B	5 50	"	"	"	H	11 00	Wed	Thur	Fri. Sat

FORM NO 55

APPROVED

R. T. Whitnah

means better and more attractive windows. Departments will make a greater effort to get their merchandise ready for the display at the appointed time, in order that their window is not left vacant, for which time they will have to pay. Time is not only saved for the firm, but for the display man as well. Departments are more anxious than ever to show accessories as this display costs them nothing and one line enhances the other. Last, but not least, it gives the display manager an appropriation on which to handle the expenses of his department.

Shown here is a weekly report which we use for windows. We have regulated the price of the windows according to size and location. It is based on the rental space and the amount of pedestrians passing

each day. Numbers three and six are \$3.50 each per day. Numbers two, four and seven are \$2.25 each per day. Numbers one and eight are \$2.75 each per day, and number five is \$1.00 per day. This makes a total of \$121.50 per week, excepting Sunday, which is no charge day. We keep these reports in pads. The white sheet (perforated) is turned into the office and the yellow sheet duplicate is kept for record. Charges are made direct from the window requisitions.

For those who have not used a charge system in window display or cards, and the size of store warrants same, get busy with your firm today and show them the advantages to be obtained, and begin charging the department for that which they should rightfully pay.



DISPLAY BY R. T. WHITNAH FOR CROSBY BROS., TOPEKA, KANSAS.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WHILE the white card sign lettered in black will always be overwhelmingly in the majority, nevertheless spring-time demands something "easy on the eyes." Spring cards done in green, gold and lavender will always be in favor.

Take Card Number 1 for example. The caps "S" and "F" can be done in gold outlined with green and remaining lettering in black. The lettering on the rest of the card done with the round pen.

Card Number 6 caps can be treated the same way, outlined with lavender with the rest lettered green; or caps in gold outlined with green with rest of card in lavender.

This free and easy brush letter is extremely rapid, legible and easy to make. The brush is trained flat and the stroke is actually a slant pen stroke.

Compare Card Number 6 with Card Number 3 and you will see how nearly a pen italic letter and a brush italic are in form and execution. Card Number 2 shows the pen italic used in conjunction with a heavy face Roman type outlined with the ball pen.

Card Number 4—faulty arrangement. This card as written would shape up better on an upright card. With landscape used, the second line would be better lengthened and more space allowed between the three sentences. Card Number 5 shows an easily made card, though I would not favor this letter when used with over three or four words. These text letters shape up fine for rubricated initials.

The alphabet shown was quickly made with a number two and one-half text pen, and dates back in style to the time when the old scribes used reeds for lettering their manuscripts. An alphabet rarely shows up well by itself, but you can see how easily this one reads by reading the excerpt from President Wilson's address at Mt. Vernon, July 4, 1918.

Here is the easiest pen letter there is to read—bar none. Why? Because it is nearest to a Roman, yet it is hundreds of years old and it is shown almost in its purity.

As I have said before in these columns gold ink is best made at home. Use a fine gold bronze. Lining

*For
Spring*
The new
Satin Radiance \$ 3⁹⁵
40 inches wide

*Extreme values
in
Spring Overcoats*
The very newest models at
\$ 16⁵⁰

What we seek is the reign of law, based upon the consent of the governed and sustained by the organized opinion of mankind

Woodrow Wilson

of its execution by a skilled worker may be had when I say that the sentence from President Wilson's speech comprised, as lettered, four lines, each eight inches long—thirty-two inches of lettering, the lower-case "m" being one-quarter inch high—time four and one-half minutes.

That without penciling for layout. I may say, however, to the skeptical that an engrosser does so much of this work that his mind tells him just about what will fill a line.

Give a skilled letterer a brush to duplicate this letter or another equally sharp and clean-cut and it would take hours.

The brush and pen both have their places. You must learn where to use them. Old pens work the best. Don't grit your teeth and damn the pen. Find out what is the matter. Is it squarely on the paper? Is there a burr on the edge (particularly American-made ball pens)? If so, try smoothing down a little on a smooth Arkansas oil stone—not a rough piece of

carborundum or a scythe stone. I would really favor rubbing all the smaller sizes of the ball pens of American make if there is a slight tendency to cut into the cardboard.

Inquiries have reached me about ink spreading on white cardboard. I have spoken of this often. Half of the salesmen and clerks don't know their own product. Ink spreads because there is too much of a coating on the board. Where a pen is used on this stock, a little David's black letterine added to Higgin's Eternal ink will correct it.

The best thing to do is to buy the right stock in the beginning. Buy paper and cardboard from men who know their products and the qualities that good paper and cardboard should have.

Patronizing home stores for art materials is oftentimes more expensive than you think.

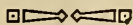
To get back to cardboard—where a pen is used, buy single surface coated board, wherever you get it.



DISPLAY BY BERT CULTUS FOR RHODES BROTHERS, TACOMA, WASHINGTON.

Notes from New York

Late Easter will give additional impetus to retail business—Printed chiffons and foulards displayed prominently—Notable exhibit by Mr. Berg—Viewpoints of two experts—Bedell to open another store—Weisgerber assumes charge of the Lord & Taylor Windows—Big demand for fixtures and flowers—Wax figures figure prominently in recent big business.



By F. F. Purdy

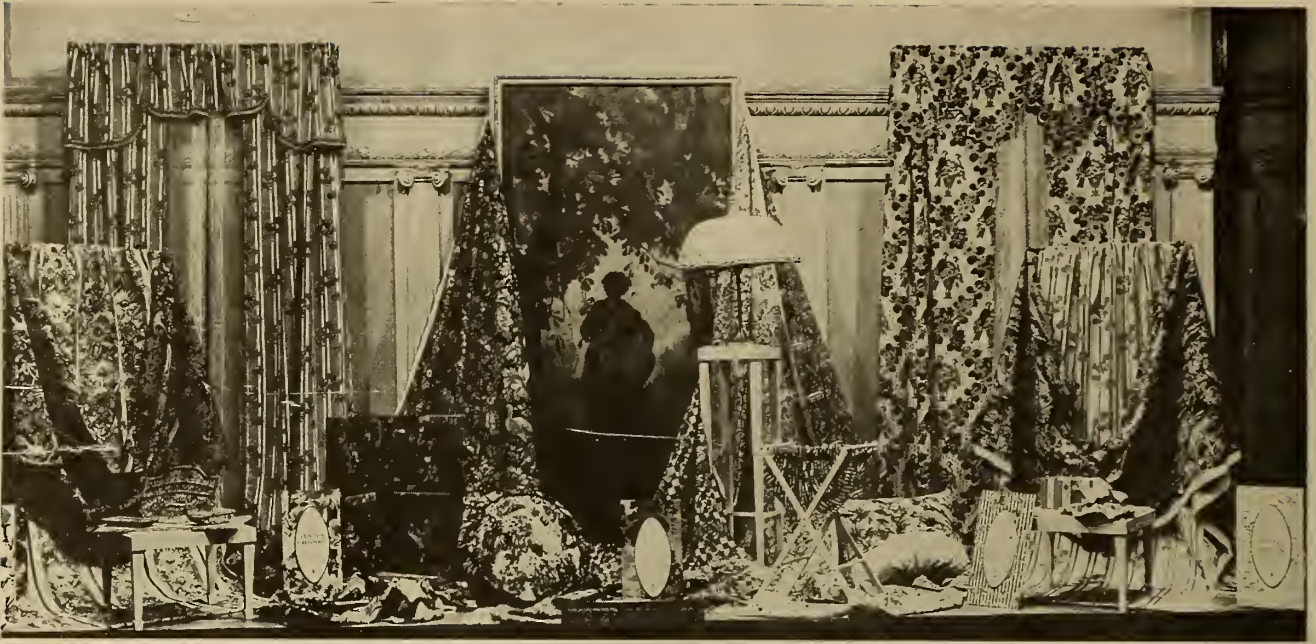
THE effect of the late Easter—April 20—will be to lengthen the spring buying season and give an additional impetus to retail business. People will “dress up,” the weather will be getting quite warm and encourage an extra buying of new apparel, and we shall evidently see a real old Easter business. “The war is over—doll up,” will further be an influence in the feminine, and even masculine, mind, even if it is not an officially adopted tocsin. The fashionable specialty shops testify that women in their clientele get the children ready first, and some of

these houses have the first half of March on their schedule for displays of children's apparel, some a whole front of it, divided between dresses, shoes, hats, etc., for the younger generation, right up to misses, while the last half of the month is devoted to women's apparel.

Among the chief materials for the gowns for the season are printed chiffons and foulards, which are in strong evidence in many places. A design of the former with a dash of military flavor is taking well, one that has been “dedicated” to Marshal Foch, as



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, NEW YORK.



DISPLAY BY H. R. CLAUDIUS FOR FOSTER ROSS & COMPANY, AUBURN, NEW YORK.

the main motif is a running band of the oak leaves upon the marshal's cap, between a row of the seven stars, the largest one in center, that is a part of Marshal Foch's insignia.

It is interesting to note that Mr. Frankenthal, of Altman's, made up a fine draped gown by aid of this design of printed chiffon, which was promptly requisitioned by an Army officer from San Francisco, who took it home with him as a surprise for his wife. Many of Mr. Frankenthal's pinned-up suggestive

drapes of gowns go in similar fashion. Not long ago he had in several windows with three suits, skirt and jacket of dress goods with the attractive current borders, many borders in the new henna hue. One New Englander came along and bought two-thirds of the entire exhibit. The large new screens covering nearly the whole background of every large window, by the way, are a great improvement. Mr. Frankenthal says that previously there was always a shadow present, which has now disappeared, and the merchandise,



DISPLAY BY FRANK STECKBAUER FOR CONTINENTAL CLOTHING COMPANY, OSHKOSH, WISCONSIN.



DISPLAY BY FRANK STECKBAUER FOR CONTINENTAL CLOTHING COMPANY, OSHKOSH, WISCONSIN.

being further forward, the general results are better, as the goods are brought closer to the observer. The hats shown here, as well as elsewhere, are of the newest shades of blue and rose, the colors of the costume in general being gayer than common, *a la victoire*.

During the past month there has been quite an exodus of buyers to the other side, a goodly number sailing on the Adriatic, from various houses, on February 8, and from that date on. The rehabilitation of French industry has encouraged a resumption of arrangements for showing increased representation of

the products of la belle France, and in a month or two there should be a unique display of most interesting new merchandise.

There is always an artistic display in the windows of Bonwit, Teller & Co., by Mr. Berg, who is an enthusiast on the methods and ability of his house, and he says there is nothing like it in the country. Severe elegance is the scheme, and it is thoroughly exemplified—mellow illumination rather than dazzling—absolute cleanliness of every article shown, with quick disappearance of anything slightly shopworn.



RIBBON DISPLAY BY LESLIE JAMES FOR CROWLEY, MILNER COMPANY, DETROIT, MICHIGAN.



DISPLAY BY C. R. MORGENTHAUER FOR NEWMAN'S, JOPLIN, MISSOURI.

Circassian walnut window backgrounds with tall panels of cream brocade damask, which Mr. Berg regards as the best neutral tint. "Nothing should compete in attraction with the merchandise," says Mr. Berg, "and the setting of any window ought to be strictly neutral. The displays should be, as far as possible, on a line with the vision—a small matter possibly—but the attention of the passerby is promptly attracted where a downward not upward glance is necessary to arrest the eye. Thus the display man works along the line of least resistance, which is always desirable." Last month Mr. Berg had a notable exhibit of negligees, with dainty artistic motifs handsomely displayed. At about the same time Mr. Hannigan, at Lord & Taylor's, had a similar window—color scheme Nile green and white—back center drape, a window effect of Nile green and white georgette—all teestand tubes covered in white satin—pajama lingerie shown on tango forms, white satin pajamas and neat lace jackets—ivory lamps arranged to throw a soft mellow light—an immense wicker vase between the two windows of the display filled with flowers.

Just before Roosevelt day, February 9, Mr. Hannigan, at Lord & Taylor's, exhibited in the small corner window, which is specially adapted for featuring single, well-set displays, the portrait of Theodore Roosevelt painted by George Burroughs Torrey in 1905 at the White House during his term of office. The store shades are down over Sunday, but this window was an exception, as the 9th was Sunday, when the window was uncovered and admired by

hosts of passersby on Fifth avenue during the Sunday devoted to commemoration of the Colonel's life.

Mr. Munn, of Franklin Simon & Co., was housed for a week or two with the flu and is now back at his post. In addition to the large "Welcome Home" to the soldiers that has been over the store for two months, he has placed an American flag 12 by 20 feet, with a laurel wreath in the center. Mr. Munn is well pleased with his neutral gray backgrounds, and this gray tint, he says, will, as time permits, gradually permeate the fixtures and decorations of the entire store. An interesting new feature is the addition of a barber shop for children, which has been put in as a convenience rather than a source of profit. Mothers frequently bring their children to the store, and can leave them at the barber shop for the necessary hair cut while they continue their shopping. Best & Co. is another store on the avenue with a similar feature. An affair of this kind need take but a small space and a few chairs, and doubtless can be leased to some advantage to a barber who knows his business. That he must be a real barber goes almost without saying.

The committee on window display advertising for the Liberty Loan has, we understand, been asked not to disband, but to continue its service, in view of the campaign to take place in April. To put this last campaign over will require no little resource and labor to overcome the idea prevailing in some quarters that this is a "bankers' proposition." The co-operation of the public will be solicited as strongly as ever, and we

shall probably soon witness the initial plans that will work to this end.

It was interesting the other day to get two viewpoints on a disputed matter, the opportunities of New York compared with those of "the rest of the country." One of the best display managers here remarked, "The display man who has a good start in the West would far better stay where he is and acquire a growing influence in the work of his store, where he will secure a stronger standing with his house, a wider field, and an income better suited to his needs away from New York than he would have here. Tell the boys to stay in the West." Not long afterwards the writer met another successful display man in the front rank walking through the store with a friend in charge of the windows of a large Eastern store, and quoted the above impersonally. "Don't you believe it," said he. "They all want to come to New York, and you can live more in a day here than in a week outside. New York for mine." All the same, there is a whole lot in the first quotation, and without seeking to establish any dictum on the question, we respectfully submit that with a fair chance with a fair house, and the same intelligent, progressive work, the man in the interior will lose nothing if he smothers any reason but a first-class reason for becoming a New Yorker. If Wanamaker, Altman, Lord & Taylor, Macy, or Gimbel must have him and will not take "No" for an answer, that is another matter.

Bedell Opens Another Store

Bedell is opening up another of the Bedell chain of stores in Syracuse, which will make, we figure out, a round dozen for this combination. More work for Mr. Boustead, who has his headquarters in New York, but who supervises the windows of all the Bedell stores, with assistants at each place.

We understand that Oppenheim, Collins & Co. are spending some \$300,000 in remodeling the premises in Pittsburgh next door to Joseph Horne & Co., which they propose to open in September. It is believed that Mr. Kenny, formerly of the Brooklyn store of the firm, now in the army, will get this new display manager's job on his return.

It was announced last month that John J. Hannigan had withdrawn from his post as display manager for Lord & Taylor. His work had been very favorably commented on by his fellow display managers, and his retirement was a complete surprise. It brings to New York a Pittsburgh man known to a number of the fixture men, and who will evidently be a decided acquisition to the profession here—Lou E. Weisgerber, formerly display manager for Boggs & Buhl of Pittsburgh. Mr. Weisgerber had recently been released from government service at Washington, and before resuming business, after an attack of the "flu," had gone to his old home at Wheeling, W. Va., to recuperate. He afterward came to New York, and on the retirement of Mr. Hannigan assumed charge of



DISPLAY OF PALM BEACH DRESSES BY WM. OXENREITER FOR KAUFMANN & BAER, PITTSBURGH, PA.

the display department of Lord & Taylor. His old post with Boggs & Buhl was kept open for him while in the service, and he expresses high appreciation of the treatment of his old employers. His former assistant, Howard Johnson, was in charge there in his absence, and thus remains, temporarily at least.

Mr. Weisgerber is highly impressed with the advantages of the Lord & Taylor windows, and their adjustable feature, permitting of their being decorated down below the street in the display department, and then hoisted up in place without loss of time, as the windows are always working and the shades never drawn for purposes of permitting arrangement of same by the display men. He says that in this respect these windows are the most wonderful he has ever seen, and though fond of Pittsburgh, the opportunity of working in this New York environment appealed strongly to him.

Howard Williams, formerly of the staff of Mr. Hopkins at Gimbel's, and later display manager for Stewart & Co., of Fifth avenue, is another man who was released from the service in February. He is taking a brief holiday, which many of the returning soldiers like to do, after which he will take hold in an opportunity awaiting him. Speaking of returning soldiers, three of the Gimbel staff have returned and are at work again, as their places were kept open here, as at other places. They are Messrs. Ralph Goodacre, James Hayes and Thomas Franklin.

Larkin Joins Namm's Staff

Mr. Larkin, formerly in charge of the windows of Balch Price & Co., the crack specialty house of Brooklyn, has resigned and is now a member of the staff of Charles Devausney, display manager for A. I. Namm & Son, Brooklyn, who still keeps the human element strong in his windows. His neighbors, Mr. Katz of Abraham & Straus, on one side, and Mr. Wendel of Frederick Loeser & Co., on the other, continue to maintain artistic windows of irreproachable merit. It would appear that Mr. Devausney takes the other tack advisedly, for he introduces a human element that makes them "different," and gives them a very strong appeal. It is always a question, and always will be, just how far excellent and artistic windows that elicit high admiration function as merchandising windows. That Mr. Katz and Mr. Wendel are real artists in their profession is attested to by visits that New Yorkers in the line have had occasion to make to Brooklyn to look over their work. It is a

question, however, whether the recognition to a greater extent of matters in which the public is interested in the displays, would not strike a chord worth striking in the hearts of many who admire the windows.

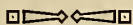
If the demand for fixtures and flowers for the next few weeks is as good as it was in December and January, the flower and fixture people say they will have a crackerjack spring business. They tell us that wax figures have figured prominently in the business and appear to be coming in again. They, as well as display managers, are estimating the effect of a late Easter—April 20—on the business. That this late date will result in inducing merchants to make finer showings than ever is prophesied, as they will have more time to make arrangements, and the weather will be warmer and more appropriate for gorgeous displays in the spirit of spring. One order recently taken for a large western department store was for \$1,000 worth of flowers for its Easter show. The fact that the war is over and peace and happiness once more permeating the land would seem to make the celebration of the great holiday that marks the commercial as well as ecclesiastical advent of spring all the more appropriate.

"Part of my job is sweetening up needy departments," said Mr. Hopkins, of Gimbel's, "giving them a new aspect, putting new life into them, possibly new signs or fixtures or various auxiliaries. The Christmas moves of any departments come to me, and when new events are to be staged I must find the place for them. A dressmaking school must be housed for a time, or a special showing of fine French import silks, or a fashion show, or what not. It has grown to become a regular part of the display manager's work to make all the shifts of departments that are necessary." It may be remarked that a display manager of even a moderate sized interior store may increase the importance of his job by making suggestions and putting ideas into the work of freshening up various departments of his store, and get—and keep—out of the way of simply being a machine for putting in displays, but a valued factor throughout the store. At Gimbel's, by the way, the china and house furnishing goods sale started February 25, to continue for a month, advertised by mammoth posters in windows and interiors, and signalized by decorations of flowers and trees, etc. An interesting recent exhibit at the same store was of the best of the designs made during the past season by the art students at the Washington Irving High School.



Recruiting the Show Window

The success of the Fifth Liberty Loan campaign in great measure depends upon the efforts of display men—Show Window now recognized as strongest medium through which to carry the campaign to the people—A few suggestions.



By Geo. A. Smith

I AM selecting for this month a most important and timely subject, entitled "Recruiting the Show Window for the Fifth Liberty Loan Drive," a subject which I dare say is a most vital one at this time, according to existing conditions throughout the country, and which all means that a much greater effort will have to be put forth by the display manager during this campaign than that exerted during the former loans.

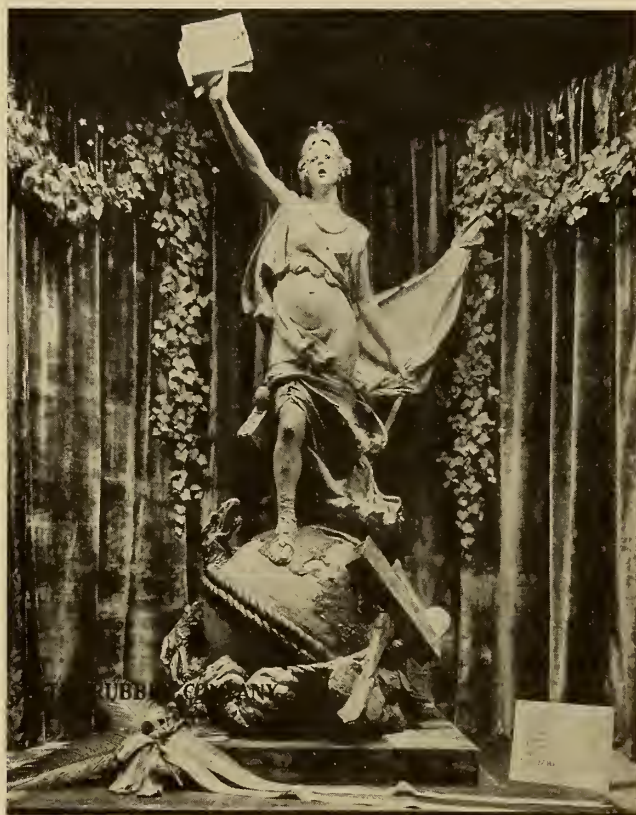
While the war was in progress and everyone desired to see the Allies come out victorious, with an early peace following, it was not such a hard matter to convince the average citizen that it was very essential that he buy Liberty Bonds, but today Uncle Sam has an entirely different situation and condition to cope with in the way of disposing of perhaps \$6,000,000,000 worth of bonds.

In order to put this loan over in a successful way it will be necessary to launch a good, stiff campaign through the use of every conceivable medium possible.

Right here I wish to say that I know there is no stronger medium available than the show window to assist in putting this loan over, and while some wonderful work has been done in the former loans, I feel that there will and should be even greater efforts made to back this, the "Fifth Victory Loan," to the greatest possible extent through displays that will outdo anything formerly attempted.

In bringing this subject before the display managers throughout the country, I wish to instill this important thought in your mind, which I trust you will pass on to the public, through compelling displays, and that is—that this is not the government's loan, but your loan. In talking with one of the loan committeemen he stated that he found when talking to people that they are making it an impersonal matter. This is wrong, as it is of the greatest personal importance that this loan goes over and goes over big. Business men say, "You are going to have a hard time

men who must do that. If the banks in this country were forced to take the loan, money would become very tight, the merchants could not get the credit now extended to them, and it behooves all of us to strive



to put it over." We do not put it over, they are the for continued prosperity. This loan must get the support of all, it's yours—it's mine—the country's.

The Loan Committee realizes that window display is to occupy a very important part in bringing this campaign to the people, and to that end have arranged for the following in New York City:

Fifth Avenue Display—A pictorial chronology of important events of the war. It is intended that this display of these pictures, supplemented by the various



trims which will be used in connection with them, will cover the entire avenue from Fifty-ninth street to Madison Square. *Broadway* will be also treated in similar manner with original paintings by well-known artists, but these subjects will show the great industrial, manufacturing and other peace-time activities of our own country. All these paintings will have suitable slogans and captions to accompany them.

Special Displays—A series of special displays will be prepared for use in other locations throughout the district. These displays will take the form of offerings by the different scenic painting concerns, who will dress an entire window for us; the moving picture companies, who will stage tableaux applicable in subject to the Victory Liberty Loan, and art schools, who will decorate the windows assigned to them, and also sketch artists at work in these windows making sketches that will be given out with the purchases of \$50 or \$100 bonds.

Window Trim—Lithographed, die-cut paper devices to be pasted on the inside of store windows. Four varieties of trim to be used, covering first separate advertising appeals, such as sentimental, selfish, patriotic and investment value.

Pictorial Service—This is the Elliot Service, which consists of mailing and posting of some 10,000 up-to-date pictures, linked up with Liberty Loan copy, to locations throughout the Second Federal Reserve District. These pictures are mailed weekly.

Changeable Window Card Service—Two thousand locations are covered by this service. These cards are part of the system used in advertising War Savings Stamps throughout the year. The copy in the frame will be switched from W. S. S. to Liberty Loan copy during the week previous to the opening of the loan and throughout the loan, going back to W. S. S. copy after that time.

War Relics—A display of war relics is recommended for use during the campaign. Store to call for them at and return them to Liberty Loan headquarters.

Window Valance—Window valance similar to the type used in United War Work Campaign is recommended. Manufacture and distribution of about thirty thousand of these is being worked upon.

Illuminated Window Display—A black background sign with illuminated lines in red showing "Invest" trade-mark. A revolving sign which is to be placed upon an electric bulb and so made that the heat generated by the bulb is its motive power, are worked out for general use throughout the district.

Victory Maps—One hundred and fifty Victory Maps, 44x56 inches, are to be placed in special high spots. These maps will have a strip at the bottom showing appropriate Liberty Loan copy.

Specialties—There are also a number of specialties for window display now being planned by the New York division, which no doubt will be of great consequence in this big drive.

In addition to the outline of the Loan Committee plans, I am herewith showing three Liberty Loan and



one Lincoln Birthday display, which I installed in the windows of the United States Rubber Company, New York City. While some of them are quite unusual and elaborate, two of them will, no doubt, be of assistance to you in planning your windows for the next Liberty Loan Campaign.

The first illustration shows an exceptional display, the statue being specially designed for the particular occasion. It shows Miss Victory standing on top of the world supporting the American flag with the left hand, while the right one, filled with bonds, is thrust forward with the appeal to buy bonds. The globe is



DISPLAY BY GEO. A. SMITH FOR UNITED STATES RUBBER COMPANY, NEW YORK CITY.

shown partially cracked open, around which a rope is being drawn tightly by the hands of the Allies. The heads of the German and Austrian eagles are shown protruding from the crack in gasping effect. This statue was backed up with a royal blue plush curtain arranged in a semi-circle. Festoons of ivy leaves, tinted in shades of blue, were arranged as shown. The card bears the wording: "Add Your Pull—The 6339—SHOW WINDOW—Johnson 2-28

Hands of the World Have Shackled the German Eagle—Every Pull Tightens the Fetters of Autocracy—Every Bond Is a Pull. Have You Bought Your Bonds?"

The bust of Lincoln shown here was modeled by

Gutzon Borglum for Col. Samuel B. Colt, and was placed on exhibition in a window of the United States Rubber Company, New York, on the anniversary of the great Emancipator. It is executed in Grecian marble cut from a block weighing six tons, and is on an heroic scale, the head resting on a rough pedestal. The features and expression are supposed to represent Lincoln as he looked at the time of his first nomination in 1860, but the weariness of the eyes forecasts the weight of responsibilities that was soon to rest upon him.

The other illustrations are forceful yet easily executed and offer suggestions to be applied to the coming big "Victory Loan" campaign.



Newspaper Advertising

The retail advertiser considers the newspapers as the most important channel through which to reach the shopping public—The fifth of a series of articles dealing with retail advertising in its varied forms—A few examples of trade pulling copy.

THE term "cooperation" seems to form the basis of practically all the public discourses we hear today and one cannot but agree that it is a noble old word, and one that has rendered great service. It is a significant word—it has a tremendous meaning and the success of thousands of enterprises can be credited to it through those things for which it stands.

In a previous article on the subject of Newspaper Advertising, it was stated that every successful business demands that all the forces that go to make up that business harmonize. In other words that team-

one of the largest in a big western city, and one paying a handsome salary to the advertising manager, the latter for some reason, failed to cooperate to the extent that he should.

STIX, BAER & FULLER

Introducing The 1919 Washable Fabrics

It's a season for prints and patterned fabrics, and Summer frocks will do away with most of their trimming to bring out the charm of the pattern that springle themselves, over every length of robe, gingham and organdy.

The 1919 Washable Fabrics are a new kind of fabric, made of cotton and rayon, and are washable in hot water, and are as strong as the best of fabrics. They are made in a variety of colors and patterns, and are available in all sizes and lengths.

Blue Silk, 1/2 yd. \$1.00
Blue Silk, 1/4 yd. \$0.50
Blue Silk, 1/8 yd. \$0.25

White Silk, 1/2 yd. \$1.00
White Silk, 1/4 yd. \$0.50
White Silk, 1/8 yd. \$0.25

Black Silk, 1/2 yd. \$1.00
Black Silk, 1/4 yd. \$0.50
Black Silk, 1/8 yd. \$0.25

Distinctive Modes in Spring Suits at \$45.00

These suits are made of the finest materials, and are available in all sizes and lengths. They are made in a variety of colors and patterns, and are available in all sizes and lengths.

The Ever Useful Tailored Suit
May Be Selected From a Group of \$50.00

Women's Smart Footwear
Featured in the February Shoe Sale Tomorrow

At \$4.90 a Pair

February Sale of Furniture

The retail advertiser considers the newspapers as the most important channel through which to reach the shopping public. This sale is a great opportunity for the advertiser to reach the public.

Hosiery Specials
Filet Net Curtains \$3.95 and \$4.95

Victory Red **The Home Store** **Coat Collars**

Complete, hats, and accessories for the home. The Home Store is a great place to find everything you need for the home.

New Spring Suits Coming In and Going Out with Regularity

One must come in often to keep step with new styles as they unfold from day to day. The well-known retail managers in Home Store models these latest novelties of a craftsmanship that give the tailored suit its chief charm and individuality. Here are assembled precisely the same models that grace exclusive Fifth Avenue shops. It's bringing the same advantages to fashion folk of Columbus that women of New York enjoy without the excess costs prevailing in the metropolis.

Elaborate Costume Suits, Tailor and Between Suits and Plain Tailored Types

Beautiful materials coupled with new portable colors. Short, sexy effects with fancy vests, richly embroidered and finished, are particularly favored. Few shored-out styles, cape coats, novel finished treatments, etc., all sounding a definite note of fashion, make this a most interesting assemblage.

\$39.50, \$45, \$55, \$75, \$85, \$100 to \$195

Final Clearance of Winter Coats

Prices Drop to the Lowest Point Now
Your Greatest Savings

Each ledge the quality of materials. The most beautiful coats in the city are now on hand. They are made in a variety of colors and patterns, and are available in all sizes and lengths.

These Fine \$25, \$29.50 and \$35 Coats

At \$15.00. The Home Store is a great place to find everything you need for the home.

Petticoats---Real Novelties!

Different from Anything You Have Seen

These are the latest novelties in the world. They are made in a variety of colors and patterns, and are available in all sizes and lengths.

Half Silk Petticoats in High Colors

At \$2.95. The Home Store is a great place to find everything you need for the home.

Springtime Fashions Are All Bloom in the Millinery Salon

These are the latest novelties in the world. They are made in a variety of colors and patterns, and are available in all sizes and lengths.

Original Touches of Design or Trimming

At \$5.00. The Home Store is a great place to find everything you need for the home.

work must be present. This is but another way of saying "cooperation."

Several days ago a display manager widely known in the profession called at the office of this publication and during a conversation with the editor stated that, though the concern for which he worked was

The above was not surprising to the writer—he had heard the same story from other display men. To be sure, there are the usual two sides to this story, and it may be that the display man in condemning the lack of cooperation or the advertising manager's lack of desire to cooperate, has overlooked the important fact that he too may be in some way responsible for this undesirable circumstance.

This team-work—this cooperation, concerns every member of every organization whether he be the president, department manager or clerk, and it is well for

the advertising manager to be a booster for cooperation, and feel it to the extent and force that in his advertising copy the power of the organization, not the individual, is brought to bear.

Several readers of this journal have written to this department for information relative to the exact kind and style of copy to be used in the newspaper advertising of their respective stores. A few of these men volunteered several hints as to kind of business, number of competitors, and character of merchandise sold, while others merely stated the question. The kind and style of copy that will produce the best

See Also Page 12
The Super Sale
Great Sale of
Home Furnishings

See Also Page 13
The Super Sale
Great Sale of
Home Furnishings

The Gallant 6th Arrives Tomorrow

Bringing Down the Curtains of the Season

See Also Page 12

The Super Sale
Great Sale of
Home Furnishings

NEW THINGS LIKE NEW IDEAS GRAVITATE TO THIS STORE

New Spring Suits Dresses and Coats

Are here in such quantities as never before... *(Text continues with details about the suits and dresses)*

New Suits

... *(Text continues with details about the suits)*

New Coats

... *(Text continues with details about the coats)*

New Spring Dresses

... *(Text continues with details about the dresses)*

Baby Marie Osbourne

... *(Text continues with details about the baby's outfit)*

Newest Cotton Fabrics

... *(Text continues with details about the cotton fabrics)*

Colored Voiles

... *(Text continues with details about the colored voiles)*

Apron Vests

... *(Text continues with details about the apron vests)*

Peplum

... *(Text continues with details about the peplum)*

Georgette

... *(Text continues with details about the georgette)*

New "Dorothy" Frocks for Girls

... *(Text continues with details about the Dorothy frocks)*

New Spring Coats

... *(Text continues with details about the spring coats)*

New White Coats

... *(Text continues with details about the white coats)*

New Spring Hats

... *(Text continues with details about the spring hats)*

Spring Hats

... *(Text continues with details about the spring hats)*

Kimono Silks

... *(Text continues with details about the kimono silks)*

New Handbags

... *(Text continues with details about the handbags)*

Kimono Silks

... *(Text continues with details about the kimono silks)*

The May Co.'s Daily Shopping Bulletin

Distinctive New Spring Apparel Suits—Frocks—Skirts

From Several of America's Foremost Designers

Three Interesting Groups of Suits

Group	Price
Group 1	\$15.00 to \$25.00
Group 2	\$25.00 to \$35.00
Group 3	\$35.00 to \$45.00

Women's and Children's Knit Underwear

Odd Lots at 1/2 Price

Spring Rides Forth in the Girls' and Masses' Apparel Section

Reed and Fiber Furniture

for Living Room, Sun Parlor and Breakfast Room

Buy the Kid's Shoes During This Clearance

Women's Fine Silk Hosiery

Men's New Spring Hats

Men's 5 Welt Shoes

Semi-Annual Suit Sale

Quoting Reductions of 10% to 30% in These Five Interesting Groups at

\$18.50 \$23.50 \$28.50 \$33.50 \$43.50

INTERESTING hardly expresses it. The reductions are wonderful when you consider the condition of the clothing market today, and when you step in and see the character of the clothes that we offer in these five great groups. This semi-annual sale is unquestionably the sole purpose of disposing of all suits and higher assortments, and many thousands of suits are included.

Every imaginable fabric and coloring is here represented—the plain blues and plain blacks are excepted, however.

HERE'S the most important detail in connection with this sale—and we advise you to bear it well in mind—that a great number of suits are suitable for all-year wear. You probably realize that the difference in weight between winter and spring clothes, and how very many of them are made of the same material, is a matter of only a few inches of fabric. Many men wear the same suit in winter and in summer, and the same is true of women's suits. It is the most comfortable thing you can wear in a suit, and it is the most economical thing you can wear in a suit. It is the most comfortable thing you can wear in a suit, and it is the most economical thing you can wear in a suit.

The Men's Store Features Seasonable Furnishings at Special Prices

Men's 5 Welt Shoes \$1.85

Men's 5 Welt Shoes \$1.85

be so easily convinced, but this same headline is of tremendous importance and its prime object, working in conjunction with other features of the ad is to attract attention. If it can do this it has effectively served its purpose. The headline should, of course, contain the most important fact in the advertisement. Where more than one line is used in heading—a sub-headline—the interesting facts should be listed according to their importance.

The illustrations shown herewith are fine examples of trade-pulling copy with attractive headlines and carefully prepared and convincing text matter.

results, of course, depends on the character of merchandise that is to be advertised and sold. Then the quality of the merchandise listed in the newspaper advertisement is judged by the text and appearance of the copy. For this reason, if for no other, great care should be exercised, in order that the copy convey the impression you desire. Right here again is an opportunity to revive that old bit of advice—in describing your merchandise be truthful and natural. The principal points to impress along with the description of any piece of merchandise are, its value and its price.

Headlines in newspaper advertising are often the cause of weakening an otherwise strong ad. To be sure, a strong, effective headline, one which attracts the attention, is a vital part of the advertisement, but, as stated previously, very often the value is over-estimated. The headline seldom sells the merchandise; one could hardly expect the American public to

STIX, BAER & FULLER

In Frocks—These Are the Newest

At \$25.00, \$29.75, \$35.00, \$45.00

The Silk Classic of St. Louis

At \$12.00, \$15.00, \$18.00, \$22.00

Spring Hats That Predict the Mode

At \$1.00, \$1.50, \$2.00

February Sale of Chinaware

At \$1.00, \$1.50, \$2.00

Supply Your Houseware Needs

At \$1.00, \$1.50, \$2.00

Remnant Sale

At \$1.00, \$1.50, \$2.00

Unusual Savings in The Friday Sale of Silk and Cotton Petticoats

At \$1.00, \$1.50, \$2.00

The Vogue in Silks and Fabrics

Popular spring creations shown in beautiful series of drapes by Herman Frankenthal arranged in the show windows of B. Altman & Company—Particularly interesting is the new material dedicated to Marshal Foch.

FOR several years the windows of B. Altman & Co., New York City, have been known for their beautiful displays, particularly the showings of drapes of original design and rare richness.

The display manager of this big, exclusive merchandising institution, Herman Frankenthal, is recognized as a leader in the display profession and perhaps the most skilled artist in draping in the world. Merchants, salesmen, display men and the shopping public are ever alert to the displays at Altman's, and

have come to look to these windows for advance information relative to the vogue in silks and fabrics.

Illustrated herewith are four drapes of a recent series displayed in the Altman windows. They were excuted by Mr. Frankenthal and made without cutting the material.

Illustration number 1 shows a dress of red brocade retailing at \$25 per yard. It was trimmed with red all-over jet trimming. The drape starts from the waist, is brought down to the skirt end and up again



DRAPE NUMBER 1.



DRAPE NUMBER 2.



DRAPE NUMBER 3.

to the waist in a full drape effect. From one side the jet trimming comes out at the bottom of the skirt, up on one side and to the waist. The train is made of jet trimming and a beautiful gold flower is placed at the right side of the waist.

Particularly interesting is the second illustration, showing a dress made of material dedicated to Marshal Foch. The design is the exact copy of the border on the military cap worn by the great French general. The stripes on the skirt run down straight, the tunic running across on skirt and waist. The collar of the material is dark blue, with the border in two tones of brown. The sash is made of light and dark brown, with a French blue ribbon. This drape, with its appropriate material, created interest and brought



DRAPE NUMBER 4.

a great volume of sales. The material sells for \$4.50 the yard.

Illustration number 3 presents another interesting drape, with the skirt made of navy blue satin with tan-colored flowers. The drape is begun with material at point and brought loose around one side and back on the other side of the skirt. The blouse is draped with material in loose fashion. A strawberry and tan-colored ribbon forms the sash.

Drape number 4 is a dress made of old rose flowered chiffon. An extra piece of material is draped loosely down on the skirt and then up. The waist is also of a loose drape. A blue ribbon starts at the neck and is brought down to the waist, forming a loop effect at that point, and then falling loosely forms a sash.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing" - -	Established 1893
"The Show Window" - - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser" - - - -	Established 1903
"Merchant and Decorator" - - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

431 South Dearborn Street - - Chicago, Illinois
Telephone Harrison 3067

EASTERN OFFICE: Suite 1520 Woolworth Building, New York City
Telephone 9618 Barclay

Official Organ of The International Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

March, 1919

Unfinished Business

ON March 1, the house of representatives passed and sent to the senate the resolution providing for the repeal of the luxury tax clause of the war revenue bill, the provisions of which were previously printed in these columns together with protest on its passage.

In discussion, Chairman Kitchen of the ways and means committee stated that the tax had been put in the revenue bill to encourage thrift during the war, and now that the war was over was no longer necessary. Representative Moore of Pennsylvania held that the luxury tax was obnoxious to the entire country and that a storm of protest had arisen.

The passage of the tax clause was vehemently opposed by a committee of representative New York clothing and furnishing men, and their protest was tendered to the members of the house in the form of a resolution condemning the action.

The resolution for the repeal of this tax which was to be acted on by the senate went the way of many other important measures—killed because of no action being taken before adjournment.

Optimistic Trade Reports

SATISFACTORY retail trade is reported from merchants from all sections of the country with the pronounced optimism that business in the months to come will be better than at any time in past years. These same merchants say that money is plentiful and women particularly, are ever on the alert for new things to buy.

The big increases noted throughout the country in the bank clearings is another bright sign and reflects to some extent the solid basis upon which business conditions are resting.

T. A. Bird Rejoins Editorial Staff

MERCHANTS RECORD COMPANY is pleased to announce an important addition to its organization, whereby Thomas A. Bird becomes associated with the editorial department of MERCHANTS RECORD AND SHOW WINDOW.

Mr. Bird is widely and popularly known in the merchandising world, having been for many years editor of the paper to which he now returns. In his new position he will work in conjunction with the editor of MERCHANTS RECORD AND SHOW WINDOW, Mr. Foley, and in addition will manage the service department of this publication.

"All Work and No Play" Etc.

H. M. VICTOR, president of the Union National bank, Charlotte, N. C., at the fifteenth annual meeting of the Charlotte Merchants' Association, introduced something of a departure when he told the merchants gathered that they should work less and play more. He argued that business men need recreation in order to keep themselves in good condition physically and mentally, and stated that they would be far better off if they would devote eight hours to work and the remainder of the day to some form of recreation, preferably physical exercise suited to the individual need, than to work twelve hours a day, unrelieved by any relaxation. Mr. Victor's talk was a strong presentation of the idea that "all work and no play makes Jack a dull boy."

SIMPLICITY in shape as well as in color has been pronounced the predominating style in footgear for the coming season by the National Shoe Retailers' Association, recently convened in St. Louis.

The styles will conform largely to the standards previously set by the war industries board due in great measure to the fact that shoe manufacturers had advanced far into the 1919 output when the government lifted shoe regulations. Many of the postwar problems were discussed at the convention and plans made for meeting the new conditions that will present themselves.

Fixture Manufacturers Meet

THE eighth annual meeting of the National Commercial Fixture Manufacturers' Association was held February 4, 5 and 6, at the La Salle Hotel, Chicago, Ill.

The meeting was exceptionally well attended, a large proportion of the members of the organization as well as other manufacturers of store fixtures being present. The report presented from various sections of the country showed a great improvement in the business conditions in the industry and indicated that a largely increased volume of business had been done during the past sixty days; that the volume of business on hand in the various factories was considerably above the average for this season of the year, and that everything seemed to indicate a general improvement in the business during the next few months.

It was decided that the work of the association during the coming year should be largely devoted to issuing information relative to uniform plan of cost accounting and estimating, which had been adopted by the organization, which work had been set aside for some time on account of the war. The plans for this work are very comprehensive and include furnishing the members of the organization with the complete and specific information as to the cost of production of all of the standard articles of store equipment.

The next annual meeting will be held in Cleveland, Ohio, in the spring of 1920.

The annual election of officers resulted as follows: President, Geo. M. Schwartz, Modern Show Case & Fixture Co., Columbus, Ohio; vice-president, J. H. Dimon, National Show Case Co., Columbus, Ga.; treasurer, J. H. Servatius, Illinois Show Case Works, Quincy, Ill.; secretary, C. F. E. Luce, Grand Rapids, Mich. Directors—Group No. 1, H. R. Ruse, Ruse & Company, Baltimore, Md.; Group No. 2, S. D. Young, Grand Rapids Show Case Co., Grand Rapids, Mich.; Group No. 3, R. D. Forrer, Northwestern Furniture Co., Milwaukee, Wis.; Group No. 4, A. R. Jackson, Kansas City Show Case Works Co., Kansas City, Mo.; Group No. 5, J. E. Britt, Georgia Show Case Co., Montgomery, Ala.; Group No. 5, W. A. Fifer, Quincy Show Case Works, Quincy, Ill.; Group No. 7, D. D. Orr, Houston Show Case & Mfg. Co., Houston, Tex.; Group No. 8, Geo. C. Wright, Diamond Show Case Co., Cleveland, Ohio.



"Clean Up and Paint Up" Winners

THE winners in the great Clean Up and Paint Up Window Display Contest for 1918 have been announced, and the prizes awarded to five keen and inventive contestants among the many who did well.

The winners in this contest, which was adjudged by three nationally prominent advertising men: Wil-

liam C. D'Arcy, president of the Associated Advertising Clubs of the World; John Ring, Jr., president of the St. Louis Advertising Men's League, and Harry W. Hoile, ex-president of the International Association of Display Men, under the conditions laid down by the National Clean Up and Paint Up Bureau, St. Louis, and followed closely by the contestants, are as follows:

First Prize, \$200.—J. W. Donson, Advertising Department, Irvin, Jewell & Vinson Co., Dayton, Ohio.

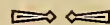
Second Prize, \$50.—Simon Newton, Gould & Cutler Corporation, 45 Sudbury St., Boston, Mass.

Third Prize, \$25.—G. P. Darrow & Co., 5621 Germantown Avenue, Germantown, Philadelphia, Pa.

Fourth Prize, \$15.—John Sell, Sell-Atkins Mercantile Co., Pittsburgh, Kansas.

Fifth Prize, \$10.—Lyman T. Coppins, F. T. Coppins Co., Inc., Buffalo, N. Y.

No single event connected with the now nationally known Clean Up and Paint Up campaign has aroused more enthusiasm and interest. Wherever a contestant for this contest appeared interest in the campaign intensified at once. Every contestant was really worth a good many dollars to the dealers of his town, and the five winners will now be the best advertisement of their kind that the paint dealers in their respective vicinities could desire.



G. WALLACE HESS advises every display man to subscribe to *MERCHANTS RECORD AND SHOW WINDOW*, and further urges that once a subscriber to get the full benefit of the publication by getting in touch with the men and companies advertising in the journal.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Thos. F. Condon, Pensacola, Fla.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Specialty Shoe Store Displays

*Display man in specialty shoe store has big problems
—Proper lasting of shoes necessary for attractive
showing— Windows should not be stocked— Show a
few pairs in attractive setting.*



By V. L. Carson

A GREAT many display managers who have various lines of merchandise to display are oftentimes not interested when you tell them that you display shoes *only*—and have two or three small windows.

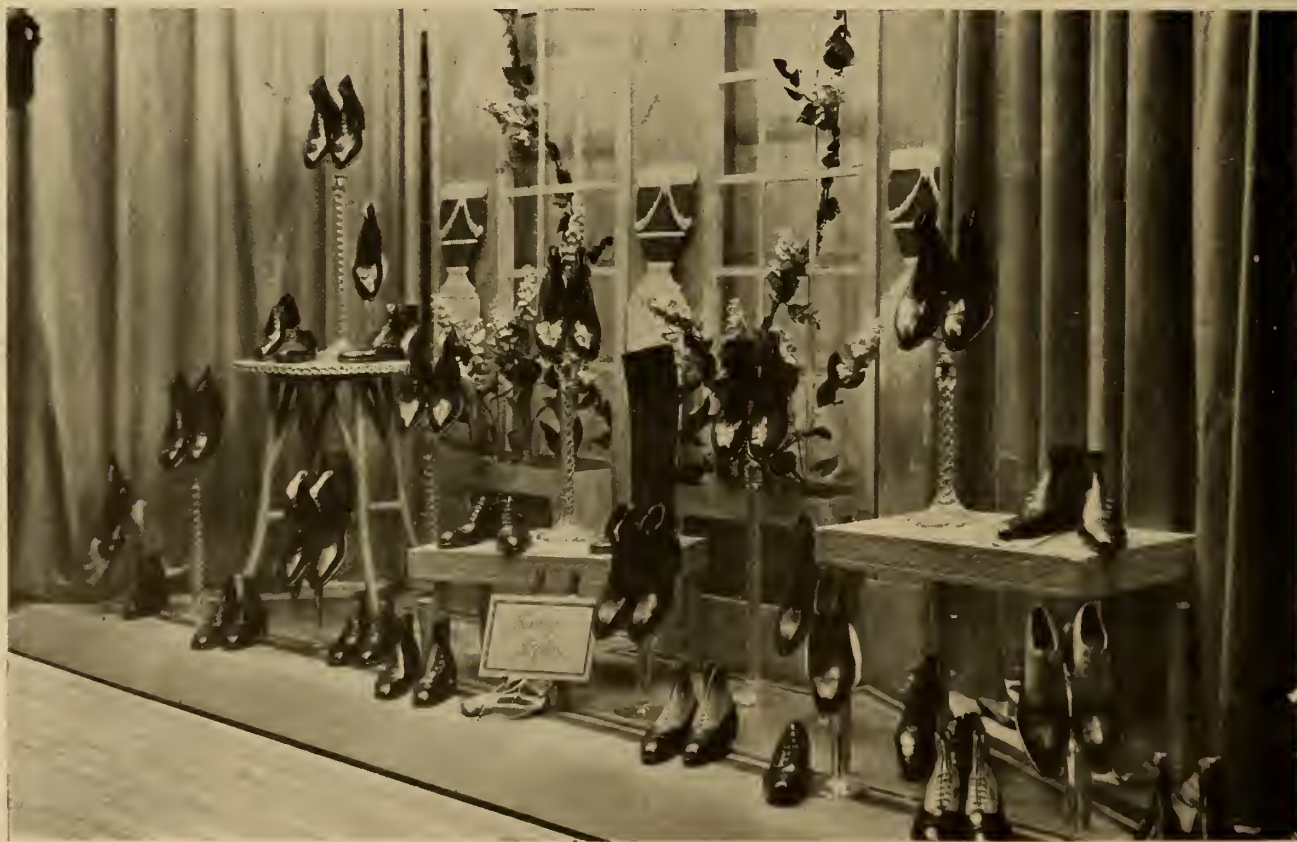
But I doubt very much if any display manager in any store has any harder problem to handle as the man who displays shoes for the specialty shoe house.

Displaying shoes in the window is not all there is to do in a shoe store. The display man must go to the stock room and get the shoes out, then take them to his window room and make them ready for the window. Now that means forming them, and to properly last a shoe for window display it takes a man who understands shoes.

I have noticed in a great many cases where the department shoe store displays win out over the specialty shoe store displays in a contest for the reason that they had larger window space whereby to show their shoes to better advantage.

It is often true that the specialty shoe store puts too many shoes in their windows, but I think when these windows are to be judged that the judge should take into consideration the size of the department store windows and that they have a larger space to use for their displays than has the specialty shoe store.

I personally, believe in showing few shoes in a window making the display *right*, but there are times when a window can carry more shoes—especially when you are having a sale.



DISPLAY BY V. L. CARSON FOR THE GUARANTEE SHOE COMPANY, SAN ANTONIO, TEXAS.



DISPLAY BY V. L. CARSON FOR THE GUARANTEE SHOE COMPANY, SAN ANTONIO, TEXAS.

You will notice in the two windows I am showing in conjunction with this article, that the men's window is lighter than the ladies'. I purposely made the ladies' window heavy—in fact, I had just that many shoes to display—the styles were *A No. 1*, and above all my employer wanted to show these shoes, and when we come down to "*brass tacks*" it is your employer you want to please as well as yourself, and above all *you want to sell the merchandise*.

I usually use from twenty to forty pairs of shoes in a 14-ft. window, 5 feet deep—sometimes they are all one color and other times they are mixed, but to my way of thinking (and, by the way, it has proven right), special settings with solid colors, or special settings with one price shoes do more real good than any other kind of a window.

For example, women will buy three or four pairs of shoes if you display them right and back up your display with the right kind of advertising.

I displayed a window of English walking oxfords a few days ago. Mrs. Jones was in the day before and had bought some dress oxfords, which she thought would be all that she needed, but when she passed our store the next day and saw this display of classy English oxfords Mrs. Jones at once needed a pair. It was evident in my mind that the solid window of walking oxfords was what made Mrs. Jones buy an extra pair.

Now, that means that shoe windows, or any other kind of windows, must be changed often to get the

desired results, and when they don't pull, take them out at once and put in another trim.

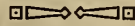
Men like specialty windows as well as women—they like artistic windows, too. You, perhaps, have heard business men say that a man does not care anything about the display, all he wants to see is the shoes. I certainly beg to differ. Men not only like to see good displays, but they are ten times easier sold by such displays than if they were jammed full of shoes, and they can't for the life of them pick out the style that they want.

Children's shoes must be properly displayed in a window entirely given over to them. I have noticed a great many stores where a sprinkling of children's shoes are displayed in with the men's or women's, but to get the best results you must have a solid display.

I think the best display of children's shoes I ever put in was the one in which I used *Play Time shoes*. The bottom of the window was covered with sand—there was also a sand pile. I used two wax dolls, one of them wearing *Play Time shoes*. At one end of the window there was a swing, at the other end a small wagon. There were twelve shoes used in this window—all of them the same style, *Play Time Shoes*, and it was the greatest drawing window I have ever used. It sold *Play Time shoes*, and that is what good displays are for. If they don't sell the merchandise *take them out quick* and put in another trim, as you are only *losing money*.

Along State Street

Chicago show windows are more businesslike than artistic in early March—Advance showings of spring styles attract unusual notice—Some interesting displays shown in windows of the big stores.

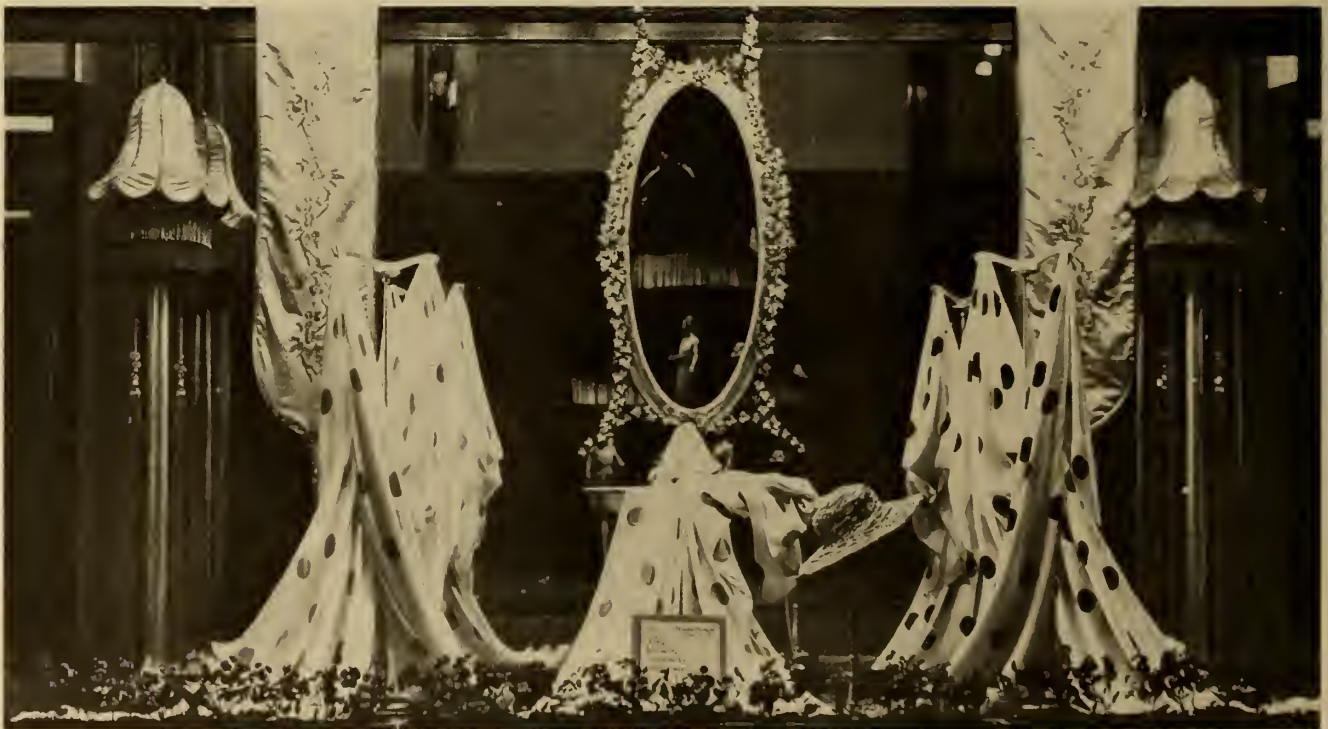


AT THIS TIME, the first week in March, Chicago show windows appear dull and drab to the visiting display man. They are much more businesslike than artistic. The down-town stores, big and little, are all intent on getting rid of what is left of their winter stocks and in most of the windows may be seen prominent cards announcing sharp reductions from former prices.

Signs of spring are not altogether wanting, however. The advance styles are being shown by most of the stores and it appears that even greater interest than usual is being manifested in the fashions for the coming season. Before every display of suits may be seen a crowd of animated femininity anxious to see "just how narrow they are going to wear 'em." The displays, however, are in most instances, strictly merchandise showings and little attempt is made toward decorative effect.

On the State street side at Marshall Field & Company's the same "rainbow" settings that have been used for several months, are still in evidence. These backgrounds are wonderfully effective and their design and color effect are of a character that fits admirably with any kind of wearing apparel. Most of these windows are devoted to the new fashions in suits, wraps, millinery and dress materials. At the north end of the building, the curtains are "down" in the windows generally used for showing men's and boys' wear and preparations are being made for the opening displays of these lines. In this store, the men's wear exposition usually occurs in advance of the general opening.

The big island window at Stevens is just now used for an imposing display of suits, coats and accessories. The fact that this window is open to inspection from all sides makes it necessary to trim for the back as



DISPLAY BY ALLAN KAGEY FOR MANDEL'S SPRING OPENING OF 1918.



EARLY SPRING SHOWING BY A. V. FRASER FOR MARSHALL FIELD & COMPANY, CHICAGO.

well as the front. Mr. Moyer, however, is an adept in handling wax figures and has no difficulty in handling his displays in such a manner that they are interesting, regardless of the angle from which they are viewed.

Kitchen Wear Display at Mandel's

On the Madison street side of Mandel Brothers is a display of kitchen wares that stops thousands of passers-by daily. The background is in panels suggesting the interior of a kitchen in strongly contrasting blue and white with a white curtained window at either side. The floor is covered with a section of linoleum in blue and white squares. All of the merchandise, including an ice box, kitchen cabinet, table, etc., are white. Immaculate cleanliness is suggested by this display which appeals to every housewife who sees it.

Another display at Mandel's that stopped many shoppers was a showing of cherry red hats. There were ten of them, all of the same brilliant color and they stood out in strong relief against a dove-grey screen of ornamental design. The floor was covered partially with a velvet rug matching the screens in color.

Dividers of an inconspicuous design are used with excellent effect in several of the windows of Carson, Pirie, Scott & Co. in which men's and boys' wear, shoes and similar lines are generally shown. These

windows are quite large and their size would make it awkward to display boys' clothing and similar lines in them unless the space were cut up in some manner. The dividers used are placed about four or five feet apart making a number of small sections that may be handled to meet the requirements of small merchandise.

Display of Boys' Wash Suits

In one of these windows was recently made an attractive display of boys' wash suits. In the middle of each space was placed a low table on which was placed a boy's figure dressed in one of the suits. Another figure dressed in a suit of different pattern was placed on the floor and a third suit was shown conventionally without the use of a form. Two little hats were shown together with a necktie or two. In each of the five spaces in this window was a group similar to the one described and the whole effect was most pleasing.

At Peacock's jewelry store a number of silver cups and other trophies are shown in an interesting manner. They are the prizes offered by the Chicago Athletic Association in connection with a billiard tournament. The top of a small billiard table was used to cover the floor of the window which is at some height above the sidewalk and the reflection of the brilliant green cloth on the brightly burnished silver produced an unusual and striking effect.

International Association

of

Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

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President—E. DUDLEY PIERCE, Sibley, Linsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

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B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

Individual Development

IN all branches of professions and labors, the one great contention has been adverse working conditions, together with the very low financial returns.

Perhaps a great deal of this is legitimate propaganda. However, if you will carefully analyze the situation thoroughly, from both the employer's and employe's standpoint, you will find that a very large percentage of the complaints are due principally to the lack of psychological interest in one's duties and self-education, or in other words, lack of individual development.

It is possible for every human being to develop individuality in his or her particular line of endeavor.

Now, Mr. Display Man, take an inventory of yourself. Are you going on high, with your individual development? You can develop to an unlimited degree by constant study of the trade papers, everything pertaining to display and decorations, store equipment, lighting arrangements, as well as systems, conditions, fashions and correct merchandising. All knowledge gained through such studies will make you more efficient in your special line, and will broaden your caliber in general.

Without a doubt, the greatest source of inspiration is in the observation of the works of others, and more especially by real intimate associations with the leaders in the profession.

The annual conventions of the I. A. D. M. have done wonderful service along these very lines, and many of the leading men who do things in the display world, as well as hundreds of beginners, have acquired a great deal of their knowledge by attending these educational conventions.

For the sake of *your* individual development, make all plans now to attend the convention in Chicago, July 14, 15, 16 and 17, at the Hotel Sherman.

T. GUY DUEY,
First Vice-President.

Why You Should Join

IN the January number of MERCHANTS RECORD AND SHOW WINDOW six self-made enthusiastic members of the association point out to you, Mr. Reader, the reasons why you cannot afford not to be a member of the International Association of Display Men.

If you have never attended a convention of Display Men, take advantage of the opportunity this coming July. Come prepared to learn, as many of the foremost men in the profession will give practical demonstrations, disclosing interesting features which probably took them years to learn.

You will have the benefit of viewing under one roof the most complete assortment of display materials, fixtures, flowers and accessories ever presented to the display profession.

As a fellow member I ask you to read carefully what Messrs. Pierce, Duey, Rogers, Kieffer, Smiley and Wilson have to say. Their message, coupled with your eagerness to learn more, will without a doubt help to bring about a strong organization of the most efficient sales producing profession the world has known.

L. F. DITTMAR,

Third Vice-President, I. A. D. M.

D. B. Bugg, Secretary, I. A. D. M.
Address 1520 Woolworth Bldg.
New York City.

Dear Sir:

As I am interested in improving the art of merchandise display and in raising the prestige of the display man in the commercial world, I wish to signify that fact by joining the I. A. D. M. I offer my best co-operation toward the success of the organization.

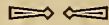
Signed
Mail Address
City
State
Name of Firm

Cut out and mail to the secretary at above address.

To Head Welfare Association

AFTER an exciting campaign, Walter E. Zemitzsch, display manager for Famous-Barr, St. Louis, Missouri, was elected president of the Famous-Barr Welfare Membership Association. Mr. Zemitzsch is to be congratulated, as this is quite an organization, its membership being around twenty-five hundred.

The returns of the election were announced at the big dance given by the association at the Arcadia. Needless to say, this was an enjoyable event, and Mr. Zemitzsch's success was heartily greeted.



Build Thru Co-Operation

DO WE as display men realize the millions and millions of dollars worth of merchandise that our displays help sell every year? Other organizations are not doing half as well—yet they are yelling their heads off—"Look! Look! What we are doing."

Now members, all of you, let's make a little noise ourselves and start organizing associations in our own home towns. Our association will help the merchant we work for. We will all take a great interest in our work, it will create interest, that will attract the public to our windows.

Maybe if we would only be just a little more friendly and take a little more interest in our local Young Men's Business League, the members of that league would be more than glad to extend a helping hand to our local club. Co-operation is what we need and co-operation is necessary for success.

Sure, we are all going to help by securing new members, by boosting the association, by boosting any brother decorator we can anywhere—this is the kind of help that will make us better display men.

Everyone of us can help by securing at least one new member and by everlastingly boosting for the I. A. D. M. Let us boost our profession by boosting one another.

Remember, we learn through association, and the quality of your store is stamped by the character of the window displays.

Get busy today! Realize the duty you owe to your profession and your fellow workers. Join the I. A. D. M. and bring another display man with you into this big business organization.

R. L. PAXTON,
Executive Committee.



LESLIE JAMES, display manager for Crowley, Milner Company, Detroit, Mich., will leave that position March 15 to accept a similar post at Schuster's, Milwaukee. Mr. James has made a big reputation in Detroit and his displays have frequently drawn forth extremely complimentary remarks from display men. He has also been active in association affairs and is in a great degree responsible for the unusual activity of the Detroit local. His position at Crowley-Milner's will be filled by Mr. Mack, who was in charge before becoming a part of Uncle Sam's fighting machine.



MEN'S WEAR DISPLAY BY G. B. AUSTIN FOR BERNSTEIN'S, GREENWOOD, MISSISSIPPI.



PRIZE CARD BY H. H. SEAY—CLASS 45, I. A. D. M. CONTEST.

Rainwater Elected President

THE election of officers and a "whale of a good time" marked the meeting of the St. Louis Display Men's Association at Melsheimer's, St. Louis, Mo., February 3. It was the last meeting under the presidency of Walter E. Zemitzsch, and he presided well and ably. Secretary Rainwater read a report of the association's activities for the previous year, and a financial report, and then outlined plans for the present year's work, the chief object of which will be to bring the average attendance at meetings up to ninety per cent. This determination was included in a New Year's resolution which was adopted.

"Something new at every meeting" was the anticipated hope of every member, and all being live fellows, the wish stands a fair chance of being realized. Demonstrations of draping and other display work very likely will be on the regular monthly programs this year.

The following officers were elected: B. A. Rainwater, of Hess & Culberson, president; E. W. Calvin, of Werner & Werner, vice-president; Otto S. Lasche, of the St. Clair County Gas & Electric Co., East St. Louis, Ill., secretary; George Felh, treasurer; and E. R. Dean, of Kline & Company, collector. Messrs. Dean, W. Y. Reid, of Wolff-Wilson Drug Company, and Edward Smith, of Famous-Barr Dry Goods Company, were elected directors.

After the former president had turned the gavel over to President Rainwater the latter presented to Mr. Zemitzsch a loving cup as a token of appreciation from the club for his efforts in their behalf. In accepting the cup Mr. Zemitzsch spoke of the pleasure

he had experienced as the club's president and how happy he had been in serving the members, and that, though his official services had ended, he still would take an active interest in the association's affairs.

OTTO S. LASCHE, Publicity Man.

A MOST successful dancing party was conducted by the Detroit Window Display Men's Association in the ballroom of the Statler Hotel, Detroit, Mich., the evening of February 25.

The committee in charge of arrangements included Charles F. Wendel, J. L. Hudson's; L. A. Rogers, Mabley's; Sam Weiss, the Emporium; Mr. Wiley, Cunningham's, and Mr. McKinnon, Crowley, Milner Company. Plans are now being formulated for the big theater party to be held the latter part of this month.

April Cover Design

REPRODUCED herewith is halftone illustration of window setting suggestion which will appear on the front cover of the April issue of *MERCHANTS RECORD AND SHOW WINDOW*. The design is Colonial in decoration, and extremely practical and pleasing for window settings.



Complete details regarding the construction of this setting and its application to the windows and store interior will be given in the April issue of *MERCHANTS RECORD AND SHOW WINDOW*.

Window Setting Design No. 6

THE design in full color on the front cover of this issue presents a modernized treatment of the Japanese style of decoration. It is extremely effective and practical, qualifying readily for window settings for department and dry goods stores.

Although Japanese art had its origin in China and despite the fact, it represents a decided individuality peculiar to itself. This fact is undoubtedly due to the rather free manner in which the work of the Japanese was divided. It was not as strict as that of the Chinese. Japanese ornamentation differs greatly and is far removed from Chinese in so far as the Japanese style is not so conventional. This is undoubtedly accounted for because of the fact that the Japs directed their work more after nature than did their brothers. And, again, the characteristic expression of the ancient Chinese was also weakened by the fact that the Japanese did not in the least hesitate to introduce other and newer features in their work, much in the same fashion as once happened to the Doric in Greece by overloading its ornament.

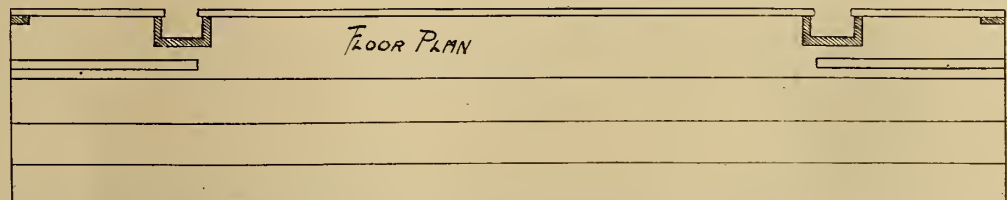
While Chinese art remains today at the same point where it stood many thousands of

years ago the Japanese have always striven, especially in recent years, to perfect their products of art in accordance with foreign models.

The oldest Japanese art-epoch dates from about the year 960 before Christ to the year 278 after Christ. Developments came rapidly with each succeeding epoch, of which there are five, until we have the Japanese art as we know it today.

The floor plan and elevation presented on this

page will undoubtedly afford quite a comprehensive idea of the general construction of this setting, and for coloring one may of course refer to the front cover. This design should work out beautifully for a spring setting. While the design is not truly Jap-



anese, it is however, strong in Japanese tendencies and was inspired by Japanese style of art.

The center painting is to be made on canvas and then mounted to a separate frame. This frame should be set in close at the back of the main decorative frame or setting. The posts, top of arch, steps, etc., are all made of wood and composition board. The vases in this case can be made of wood $\frac{7}{8}$ inch thick, cut-out fashion, and then decorated as shown.

An Important Store Event

'Baby Week' popular event with merchants—First essential for success is cooperation of various department heads—Proper foliage and flowers with children's wax figures should be in evidence in the window display



By Leslie D. Slack

DISPLAYING merchandise tastefully and in an artistic, "sales-getting" manner in the show window, has come to be the greatest selling power the modern retail establishment possesses. One can look back and see a marked course that has come



forward by leaps and bounds in this profession that was declared essential during the war.

Through the show window, good newspaper publicity and general store advertising, retail establish-

ments expand and grow, but some do not get the full benefit of their show windows and newspaper advertising, for no other reason than that they do not work them in harmony.

I do not mean to insinuate that everything advertised in the newspaper should always be shown in the windows, but we will take for example, the store that is planning an event featuring "BABY WEEK."

It is to be advertised big in the newspapers and featured with a special background setting and display of infants' apparel, and nursery furniture, in the show windows.

The "Baby Shop" is on the third floor, and it is through these two advertising mediums, the show window and newspaper, that we want to bring the public and prospective customer into our store and up to our "Baby Shop," which also should be especially decorated for this event.

By close co-operation between the display manager, advertising manager and department manager a store event can be made a big success and a pleasure to all concerned in the event, and it is through real honest, whole-hearted co-operation in any store work that helps every man interested and the store itself to succeed.



CUT-OUT USED OVER THE STORE ENTRANCE DURING BABY WEEK.

Here are nineteen students preparing for greater success

THE January, 1919, class at the Koester School is here shown.

It is one of the largest January classes in the history of the School.

Several of these students have just been released from the army and navy. Others were sent to the School by merchants who realize the importance of expert help. Several young women of the class are not shown in the picture.

A determination to better themselves—to progress in their work—to make themselves one hundred per cent worth while—was the motive that prompted these young people to enroll.

To accomplish their aims successfully there was only one thing to do—master the essentials of their calling—acquire practical, first-hand knowledge of window display and advertising.

The Threshold of Prosperity

Every indication points toward greatly renewed activity in all business since the termination of the war. All energy recently directed to winning success in the war will now be directed to winning success in peace-time pursuits.

This, in a way, is the beginning of a new era. It is the time for **YOU** to **TRAIN** for **SUCCESS**. Soldiers need to be trained for war. You, too, may be trained to win success in times of peace.

The Kind of Men We Train

Thousands of successful Koester graduates are the very best evidence of what Koester School training means to you. Here are a few examples of success attained by Koester graduates:

Mr. T. Guy Duey, President Grand Rapids Display Man's Local, and Vice President of National Association of Display Men. For many years winner of a large number of prizes for best windows in all contests entered. Contributor of editorial articles to Merchants Record and Show Window and Dry Goods Reporter.

Mr. C. J. Potter, for many years

President of National Association of Display Men, and Manager and editor of Window Display Section of The Drygoodsman of St. Louis. Chairman of National Committee in Window Displays

Mr. Carl W. Ahlroth of Columbus, Ohio. Probably winner of more prizes for best window displays than any other display men in the country. Invited by Nat'l Association of Retail Clothiers to

period through more efficient equipment, more space and greater experience of our teachers.

The returning soldier and sailor will find this the ideal time to "brush up" on every detail of window, show card and advertising work.

The handicap resulting from absence from his work for a time can be quickly overcome by spending from four to eight weeks at The Koester School in intensive review.

Those men who have never had Koester School training will find this an ideal time to take the course before going back to their old positions or accepting new ones.



demonstrate before four national conventions.

Mr. W. K. Best, Marietta, Ohio. For many years winner of many prizes at window display conventions and in national advertising contests.

Mr. G. A. Smith, formerly instructor of window display in Economist Training School of New York. Now in charge of window display advertising for the largest manufacturer of rubber goods in America.

Our Year Book gives the record of hundreds of our graduates, and shows examples of their work. This book is full of good display ideas and it's free.

9,000 Graduates

The consolidation last June of the Economist Training School of New York with the Koester School in Chicago gives us now an Alumni of over 9,000. At the time of the consolidation we moved into larger quarters, giving us now a school room of over 7,500 square feet and an equipment capable of handling efficiently any sized class.

Fourteen years of successful teaching has built up an equipment and experience that give you many advantages over students of only a few years ago. You get nearly 50% more instruction in the same

A very large percentage of our students have been helped to very remunerative positions through our efforts. At the present time we have a large number of openings to be filled at salaries far in excess of those paid a year or so ago.

There is a very pressing need for expert display men, advertising men and card writers. Now is your opportunity. Prepare yourself to meet this demand.

Window Trimming and Card Writing Field Not Overcrowded

There are, according to reliable statistics, one million retail merchants in the United States. The Koester and Economist Schools, in the past fourteen years, have graduated about 9,000 young men in window display and allied subjects. All other similar schools combined may have graduated approximately a thousand. Granting the foregoing to be a conservative estimate, and allowing one window trimmer for each retail store, the supply is equal to one percent of the demand. The fact that there are some window trimmers who are not graduates of any school does not materially change our estimate because many of the larger retail stores employ from three to ten men, and even a greater number at times, in their window trimming department.

Get Further Information

A careful reading of our very interesting and helpful school catalogus and literature will show you how you can become an expert in your work in from four to eight weeks.

Every young man or woman in a retail store who is ambitious for greater and more certain success should read this book. Simply fill out the coupon and mail it today.

The Koester School with which is consolidated the Economist Training School of N. Y.

314 S. FRANKLIN STREET, CHICAGO, ILL.

Instruction Department of The Dry Goods Reporter, Chicago, Dry Goods Economist, N. Y., The Drygoodsman, St. Louis, and Pacific Coast Merchant, San Francisco.

THE KOESTER SCHOOL,

314 S. Franklin St., Chicago

Please send me your School Literature—Free.

Name

Address

Town

State



BACKGROUND SUGGESTION FOR INFANTS' WEAR DISPLAY, BY LESLIE D. SLACK, BLOOMINGTON, ILL.

However, the first thing that comes to the display man's mind is a proper background setting for his window, one that will be in keeping with the "Baby Week" event. Of course the famous stork suggests itself along with the nurse one generally sees in an infants' display, which can be worked out effectively, but, to get away from this overworked nurse, I suggest that you use a scene taken from one of the famous old nursery rhymes, such as, "Rock-a-Bye Baby," "Baby Bunting," "Old Woman Who Lived in a Shoe," "Ring Around the Rosie," et cetera., for your background, but copied from some of the best nursery book illustrations of the latest publications. These scenes can be turned out by any of the studios advertising.

The background suggested here was taken from an infants' apparel catalogue. The storks may be added or left out, as you wish.

The group of pink babies was painted on composition board and then cut out along outside edge, circles included, which may be finished a pale yellow or cream.

The cut-out is placed against a canvas of mottled blue tones. The storks, which are painted in tones of grey or from white to grey with brown streaked red legs and yellowish bills, are done on composition board and cut out and placed at a small distance from the mottled blue and pink panels.

With this background one could continue a real blanket from the scene out into the window provided it was the same color as the painted one in the cut-out.

Proper foliage and flowers are vastly important in an infants' window as one surely suggests the other. Particularly appropriate in such a window are daisies.

Good, life-like children's wax figures play an important part also, and are especially essential.

In order to make the "Baby Week" store event pull still stronger or to make the combined advertising of the store more efficient, I think it is necessary to use good store posters throughout the store, starting at the entrance, including every floor, rest rooms, and also on delivery trucks. However, use a poster in keeping with the store event being advertised.

These store posters are the real link from the show window and newspaper advertising to the department receiving this special publicity and they help to make both departments, the window and advertising, more efficient.

They form a good advertisement as they cannot be hidden and are attractively colored.

I would advise that no souvenir be given away except on condition of a purchase. This provision will eliminate the children who would crowd in at a time when you must spend every effort to sell merchandise to people who are really interested. Souvenirs also aid in the establishment in the minds of the people and children the semi-yearly event.

"Baby Week" should be a semi-yearly event—Spring and Fall, with every live store that has a well arranged infants' department, and I think it as important an event as any on the store calendar.

Which one of these two stores would attract you?



The
Most Prosperous Dry Goods
Merchants in the Country Are Using

ELECTRIC ADVERTISING

*Your business has the same requirements as
theirs and they have proved it pays*



THE reconstruction era of prosperity is on! Electric Signs, dimmed by war, are all ablaze, doing their part to promote business activity. New signs are bursting into flame everywhere. Don't lag behind. Lead. Get your sign burning first—and for your future satisfaction and profit be sure it is a Federal sign. Federal signs are brilliant by night and attractive by day. Their porcelain enamel surface cannot rust, rot, nor fade. No refinishing required. A damp cloth makes it as fresh as new.

Full particulars of cost, current expense, etc., will come in response to coupon. Sketches submitted free.

Twelve Months to Pay

FEDERAL SIGN SYSTEM (ELECTRIC)

Lake and Desplaines Streets, Chicago, Ill.

Branches in All Large Cities

Factories in New York, Chicago and San Francisco

*This
Familiar Sign is
a Federal Sign
Be sure yours is—a
Federal too—
Send this Coupon*

Please send me full particulars of a sign suitable for my business.
Store frontage..... No. of floors.....
☐ Check here if you want free sketch, and
indicate desired lettering on attached slip.
Name
Business
Address
MRSW

Movements of Display Men

C. E. JACKSON, for some time display manager for the Alex Stern Company, Fargo, North Dakota, has resigned that position.

S.OLLARS' Book Store, Washington C. H., Ohio, has purchased the business of J. T. Tuttle & Company, same city.

M.EYER GOODMAN, formerly employed in the profession at Columbus, Nebraska, is now with The Famous Store, Lincoln, Nebraska.

C. E. ORR is now in charge of the display department of The Fair, Amarillo, Texas. He was recently employed in Raton, New Mexico.

A. A. HANSON, for several years in charge of the decorating department of Werner & Werner's store, St. Louis, Mo., has resigned to join the display department at Clayton's, Detroit, Mich.

E.RNEST L. LLEWELLYN, formerly display manager for Besten & Langen, Louisville, Ky., is now employed in a similar capacity by Goldstein & Moseson, Louisville.

E. E. DANVILLE, formerly employed in the profession at Mason City, Iowa, has recently accepted a position in Helena, Montana.

W. R. ASHBY has resigned as display manager for the Paris Millinery Company, Salt Lake City Utah, to accept a similar position with the L. & A. Cohn Dry Goods Company, same city.

C.LEMENT KIEFFER, Jr., display manager for C. C. A. Weed & Company, Buffalo, N. Y., was a recent visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*. Mr. Kieffer is on an extensive business trip through the western cities.

A.RTHUR W. LINDBLOM, director of the New England Furniture & Carpet Company, Minneapolis, Minnesota, was a recent visitor to the office of *MERCHANTS RECORD AND SHOW WINDOW*.

D. B. BUGG, Secretary of the International Association of Display Men, was in Chicago recently and conferred with G. H. Lamberton relative to convention plans.

M.R. DYE, in charge of the display department of Lee's store, Peoria, Ill., was in Chicago recently purchasing decorations for his spring windows.

C.URTIS C. BROWN of Curtis C. Brown & Co., Tulsa, Okla., was in Chicago recently purchasing new backgrounds for his store.

M.R. FREDERICKSON, display manager for Lederer & Co., South Chicago, has purchased new backgrounds for the windows of the Lederer store.

B.EN MILLWARD, display manager for Mannheimer Bros., St. Paul, Minn., has returned from the East, where he had been on business.

R. S. WARNER, formerly display manager for the W. F. Grant Company, Kalamazoo, Michigan, has resigned and is now located at Allegan, Michigan.

L.AWRENCE HOOD, for several years in charge of the windows for Freundlich & Co., Mansfield, Ohio, is now display manager for S. L. Bird & Sons, Detroit, Michigan.

J.OE HIPPE, formerly at Dow's, Cincinnati, Ohio, has been appointed assistant to John Lange, display manager at The Fair Store Company, Cincinnati.

C. W. TROWBRIDGE, merchandise and display manager for Skinner & Chamberlain, Albert Lea, Minn., was in New York and other eastern cities during the month just passed.

C. B. GROSSPITCH, advertising and display manager for Charles B. Sax & Co., South Bend, Ind., was in Chicago recently purchasing new fixtures. Sax & Co. have taken a new location on South Michigan street.

P. J. MATZOW is back at his old position as display manager for the Aug. C. Richter Department Store, Laredo, Texas, after having spent seven months in the U. S. Army service.

W.ALTER A. CARPENTER is now display manager for the Parker Dry Goods Company, Charleston, Illinois. He was formerly with Leiter's, Connersville, Indiana.

White Trucks



Over 200,000 Miles In Department Store Service

AFTER completing 200,000 miles of service, a $\frac{3}{4}$ -ton White Truck, owned by Fowler, Dick & Walker, of Wilkesbarre, Pa., is still giving dependable and economical service. Three more White Trucks have since been purchased by this company.

White Trucks predominate in the department store field. This marked preference is the result of long experience in which owners have learned that the White is most economical because it can be operated at lowest cost over a long period of years.



THE WHITE COMPANY
CLEVELAND

Largest Manufacturers of Commercial Motor Vehicles in America

Who's Who in the Profession

E. J. Berg

Burgess-Nash Co., Omaha, Neb.

AMONG the various activities of E. J. Berg, display manager for the Burgess-Nash Company, Omaha, Nebraska, his efforts during his term as president of the International Association of Display Men stand out particularly brilliant.

On assuming this important chair, as head of the I. A. D. M. Mr. Berg decided that he could do much for the profession and the men of it by educating the



E. J. BERG

merchant to the real value of the show window and the powerful influence of the display man as a selling factor. In this connection Mr. Berg visited many of the largest cities in the country and delivered his message to hundreds of leading merchants. The results of the campaign manifested themselves in no uncertain manner, and this popular display manager may rightfully assume the lion's share for the success of the campaign he originated.

Since retiring from the office of President of the I. A. D. M. Mr. Berg has continued his efforts along these lines and his enthusiasm has not lessened, he being ever active in promoting better displays and working for the betterment of the display man, his organization and his profession.

Mr. Berg's first connection in the merchandising field dates back to 1886 in a small town store as delivery boy. Later he was requested by the merchant to try his hand at window decorating. The young man's natural artistic ability came to the front and he himself realized that great opportunities lay before him in this phase of advertising, at this time in its infancy.

Mr. Berg then sought larger fields and we next find him on State street, Chicago. Here he remained for seven years, going to Duluth, Minn., to open the Pantan & White New Glass Block store. This was in 1902, and he remained in this capacity for some time before going to the Harris-Emery Company, Des Moines, Ia. For seven years he remained display manager for this concern, resigning to accept a similar post with Chapman's in Milwaukee. After three years at Chapman's Mr. Berg was made a tempting offer by Burgess-Nash Company, Omaha, Neb., a position he accepted and is at the present time occupying.

Mr. Berg has introduced many innovations in display fixtures and appliances among them being the plateau, the Wizard Joint and Twin Top Tees and many others. He is a man of unusual energy, an executive with an extremely broad knowledge of retail merchandising and is exceedingly popular with his many friends.



Arthur W. Lindblom

New England F. & C. Co., Minneapolis, Minn.

AFTER leaving college, Arthur W. Lindblom decided to enter the merchandising field and was put under the tutelage of none other than the famous



ARTHUR W. LINDBLOM

Billy Hinks, where, Mr. Lindblom says, he spent the happiest three years of his life. He also unhesitatingly gives Mr. Hinks credit for his success through the exceptionally fine training and counsel given him as a youngster breaking into the field.

At the completion of this apprenticeship, Mr. Lindblom took charge of the window display department



No. 66 F/W/E

DRESS FORM

Correct for the Prevailing Modes

Narrow Shoulders, Low Flat Bust. Skirt tapers from waist line. Flesh Sateen and Enamel. Artistic Wood Base—Fancy Top. We can furnish this same shape form in other combinations.

Send for Details

J. R. Palmenberg's Sons, Inc.

A Consolidation of

Palmenberg Norwich Kindlimann

63-65 WEST 36th ST., NEW YORK

Chicago:

204 W. Jackson Blvd.

Boston:

26 Kingston St.

Baltimore:

108 W. Baltimore St.



"At Jones' Store"

Attract prospective customers so that they refer to your windows.

That is what Kawneer Store Fronts accomplish—attract the passerby to your displays which ultimately results in sales.

Do not lose this valuable publicity for your store.

Kawneer
STORE FRONTS

have the "power to attract" because they are individually designed after a careful analysis by expert engineers.

Kawneer Service has designed thousands of store fronts for merchants who willingly attest to the increased business they have enjoyed.

Stop Those Dollars
going past your store.



Write for
"FORGING
AHEAD"—
a booklet
illustrating
Kawneer
Service.

KAWNEER MANUFACTURING CO.
1202 Front St., Niles, Mich.

Pin This to Your Letterhead

Kawneer Mfg. Co., 1202 Front St.,
Niles, Mich.,

Send "FORGING AHEAD" at once.

Name

Address

at the New England Furniture and Carpet Company of Minneapolis, and has ever since been in charge of their eighth of a mile of show windows, together with all the interior displays.

Six years ago he was made a director of this corporation, which is one of the largest of its kind in the country, doing an annual business of over \$3,000,000. Mr. Lindblom also has complete charge of the newspaper advertising and also the maintenance of the various buildings, with an annual appropriation of over \$50,000.

In the newspaper advertising game, among his most noteworthy achievements has been the exploitation of nationally advertised house furnishings.

For the past five years, the New England has, under his direction, held annual expositions of nationally advertised house furnishings, which have grown to such proportions that for two weeks each year he has featured nationally advertised house furnishing commodities in a way that the public of the Northwest must realize that trade-marked merchandise is a mighty good purchase.

Mr. Lindblom is also the originator of the idea of having prominent artists, whose phonograph records the New England handles, give testimonials and have their photographs taken in their large and commodious talking machine section, which is afterwards used in the newspapers in the New England advertisements.

Recently Mr. Lindblom was elected president of the Fourth & Franklin State Bank of Minneapolis, where he intends to put in his spare time, if there is any left over from his other duties at the New England.

Mr. Lindblom has, on several occasions, been nicknamed "The Millionaire Decorator," and from what we can gather, he is rapidly qualifying for the title of "millionaire."

For years he has been a leader in the International Association of Display Men, having held many important offices, and is an energetic worker at the annual conventions of this big association.

For Our Advertisers

Schmehl Heads New Concern

F. G. Schmehl, who is known to practically every Display Manager in the United States, having held a position of unusual importance and magnitude, for nearly seventeen years, with the Greenhut Co., formerly Siegel-Cooper Co., New York City, has gone into business for himself under the name of the Decorative Display Co., Inc., at 619 Sixth Ave., New York City.

His line will be general decorations, featuring artificial flowers, plants, foliage, both for display and re-sale, and his services as a display man of national reputation are offered gratis to all seeking advice or assistance when planning a display.

Mr. Schmehl has had a most unusual career and a brief

sketch of his business life would probably interest many of our readers, particularly the display men who find themselves cast into what they consider a rut, deprived of the essentials or facilities to show the world how capable they really are.



F. G. SCHMEHL

Mr. Schmehl started life as an errand boy with Best & Co., then in Twenty-third street, New York City. He soon found that his services were being regularly required to assist a floor walker in decorating the windows, and his aptitude for the work led him to be made what was called in those early days, a "line dresser."

After several years of this work he became ambitious for a broader field, and succeeded in obtaining a similar position with B. Altman & Co., New York, and in one year's time he was in charge of all interior display. Two years later he was first assistant decorator at Ehrich Bros., who opened a store designed to rival the B. Altman Co. Six months later found him in charge of the store of John Simpson at Sixth avenue and Forty-second street. Two years later he opened up the Furst Co., of Newark avenue, Jersey City, and from there he was called to take charge and open up the L. Bamberger Co. store in Newark, N. J. After six years he left to go to Washington, D. C., where the firm of Saks & Co. were about to enter the department store field. Climatic conditions compelled a change, and he then came back to New York and opened the Rothenberg Company store on West Fourteenth street.

After several years with this firm the unusual and novel window displays he inaugurated attracted wide attention, and in January, 1902, he was offered the position of head decorator with the Siegel Cooper Co., New York, considered the most difficult decorative display position to fill.

Mr. Schmehl has an exceptional genius for organization, and it was but a few months before he had the machinery of his department running so smoothly that he was made manager of all display. From this on his rise was rapid, and department after department was added to his labors and supervision during nearly seventeen years of his services with the Greenhut Company. When this store finally closed its doors, Mr. Schmehl had complete charge of eight departments, including all display and decorations and was service manager.

Always approachable and courteous, ready to assist with professional advice when requested, he has a host of friends and well wishers, and with the abilities he possesses we predict for him a great success.



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours.

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

[Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Spring Floral Decoratives

We Cheerfully Submit Samples of Any Decoratives Free of Charge
for Comparison

Just a few offerings to show you our exceptionally low prices for high quality goods:

<i>Maidenhair Ferns</i> —Natural Preserved Fireproof selected Sprays, any color, per 100	\$3.75
<i>Asparagus Ferns</i> —Natural Preserved in green, per 100	5.00
<i>Beech Branches</i> , 3 to 4 feet, selected, pastel Spring Green, per 100.....	7.50
<i>Ruscus Natural</i> , Preserved in green, per lb.....	.45
<i>Ivy Vines</i> of Fireproof Muslin, 12 leaves to yard, per gross	6.50

Apple Blossom Vines, Branches, Wisteria Flowers, and a full line of new and novel decoratives.

AT YOUR SERVICE

J. HARTWIG COMPANY

THE HOUSE OF ORIGINALITY

Manufacturers and Importers of

Art Decorations of Exclusive Designs

26-28-30-32 PELLINGTON PL.

BROOKLYN, N. Y.

SHOW ROOM, 24 W. 30th St., New York City

Air Brush Stencils

Stencils and Air Brush Stencils are becoming exceedingly popular with display men, and are considered of greatest importance in the show card writer's stock, and every man realizing the value of stencils and stencil work would do well to have the catalogues and circulars of L. O. Butcher & Brother, 675 West Madison Street, Chicago, Illinois. The new spring catalogue is now ready for distribution. It is beautifully illustrated with hundreds of new designs, showing results with air brush stencils. Many beautiful hand-made, water-color background panels are also shown. A postal card will bring this new catalogue to your desk.



Proper Eyelashes for Wax Figures

One of the most troublesome fixtures the display man has to contend with is the wax figure. No matter how careful he may be in handling it, the time arrives some day when off goes a finger, or a slight knock causes it to appear unsightly for display purposes.

The most common defect is the wax figure without eyelashes, and very few stores using wax figures to-day are without this particular trouble.

During the past several years many concerns have found it necessary to send the wax heads to the factory to have new eyelashes put in place, owing to the fact that very few concerns had placed these on the market, preferring, presumably, that this end of their business be executed at the factory.

This method placed many merchants at a disadvantage, not only because of the cost and risk of shipping the heads, but the loss of the figure as a display unit.

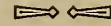
That the proper eyelashes can now be purchased quite inexpensively in any number of sets will be welcome news to thousands of display men throughout United States and Canada who will now be able to do this simple work themselves in a few minutes.

These eyelashes are now being made and placed on the

market by the Harrisburg Wax Figure Renovating Company, of Harrisburg, Pa.

The lashes are made of the finest French stock, correctly cut and shaped, ready to fit in place. Instructions how to place them will enable the display man to always keep his wax figures in proper trim.

Display men will find it to their advantage to get in touch with this live concern, whose advertisement appears elsewhere in this issue.



Display Windows Beautiful

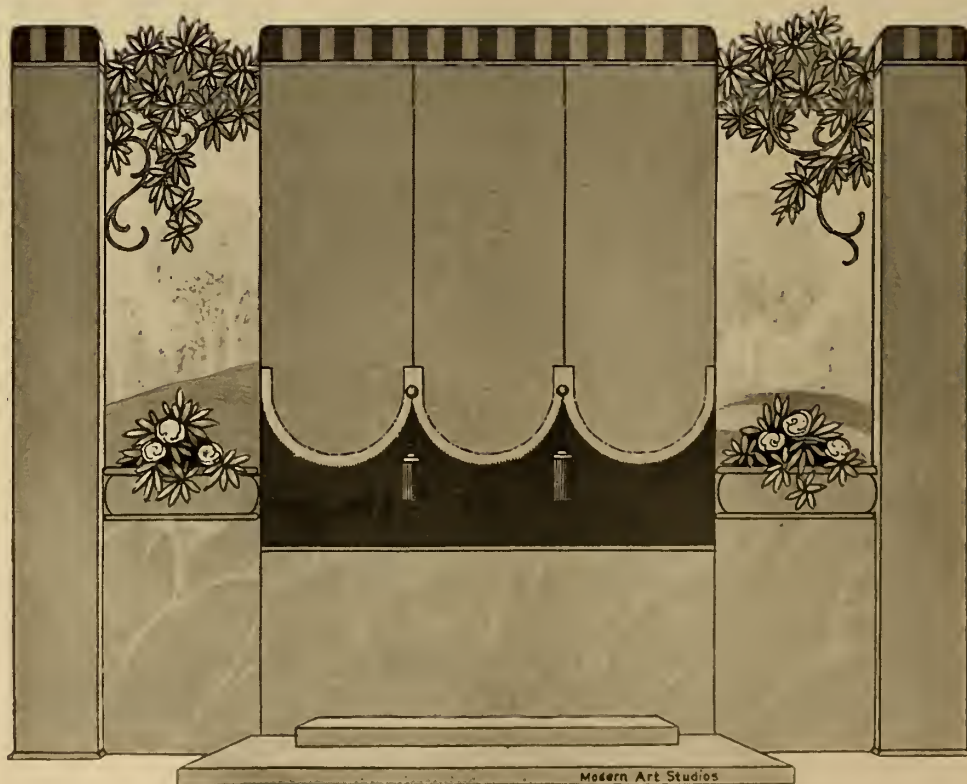
By F. A. Rosebrook, Modern Art Studios.

DISPLAY men confronted with decorative problems for spring, where color and design should predominate along with the economy of installation can find much success in the modern art ideas. Various forms of treatment can be embodied which will afford dignity for merchandise showing for the occasion where the entire window back is to be covered, and the illustration below offers a timely suggestion.

This type of decoration adds unusual character to the display and is constructed of composition board and lumber stripping. The various projections set it off in a prominent light and are extremely effective in colorings such as blues, greens, yellows and gold. The base is of a marble effect with the floral cut-outs in relief. Another feature and a pleasing presentation is found in the drapes painted on the composition board.

Many suggestions are afforded by a careful study of this modern form of decorative art as its composition is so simple and yet so effective, that it may be easily arranged to qualify for any merchandise showing.

Display men will be able to acquire an opportune advantage in the suggestion shown here and it also affords a channel through which other ideas may flow. The most difficult problems are eventually solved in the mere observation of the technique which is at the present time manifested by artists who have made a study of display composition.



BACKGROUND SUGGESTION BY F. A. ROSEBROOK, MODERN ART STUDIOS, CHICAGO

DECORATIVE DISPLAY CO., Inc.

619 SIXTH AVENUE, NEW YORK, N. Y.

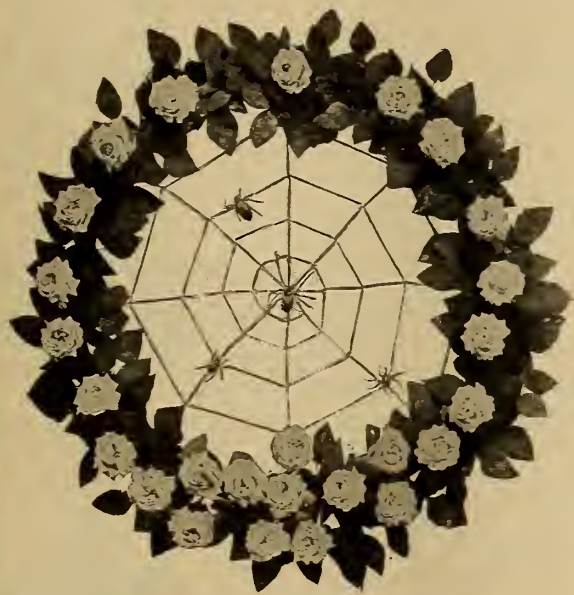
Artificial Flowers, Plants and Decorative Accessories.

A splendid line at a moderate price.

Mr. F. G. Schmehl, for seventeen years Display Manager of the Greenhut Co., New York City, takes pleasure in announcing, to all merchants and display men, that he has assumed the management of the above company. His services are at your disposal in the planning of your displays. Order your Spring and Easter decoratives now. Samples sent upon request.

Did You Receive Our

Spring Catalog?



*If Not, Write for
Catalog 347*

It Will Save You Money

Carl Netscher's Estate

12 N. Michigan Avenue
Chicago, Ill.



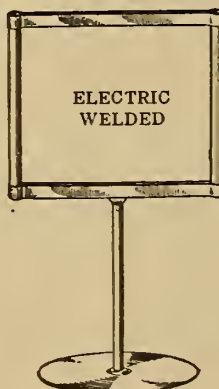
A new, original
and effective paper
for artistic window
decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.

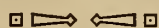


"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*



DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

C. A. F. SMITH, Herpolsheimer Co.,
Grand Rapids, Mich.—PHOTOGRAPH.
JAS. MERTZWEILLER, Ryan & Company,
New Orleans, La.—SHOW CARDS.
L. A. McMULLEN, Eastern Outfitting Co.,
Portland, Oregon.—PHOTOGRAPH.
L. L. WILKINS, Jr., Crook-Record Co.,
Paris, Texas.—PHOTOGRAPH.
R. T. WHITNAH, Crosby Bros. Co.,
Topeka, Kansas.—PHOTOGRAPHS.
J. H. WOOD, Perkins Bros. Co.,
Paris, Texas.—PHOTOGRAPHS.
W. H. ROLAND,
Bloomington, Illinois.—PHOTOGRAPHS.
ROY H. HEIMBACH, Clarke Bros. Stores,
Scranton, Pa.—PHOTOGRAPHS.
HERMANN F. HOEFS, Holzhimer & Shaul,
Amsterdam, New York.—PHOTOGRAPHS.
PAUL E. GRUBER, Grove Bros.,
Hagerstown, Maryland.—SHOW CARDS.
W. YEAGER, Wolf Greisheim & Son,
Bloomington, Illinois.—PHOTOGRAPH.
L. R. WHITEMORE, J. A. Mahoney,
Deming, New Mexico.—PHOTOGRAPH.
EDWARD K. LUMMUS, Almy's Ltd.,
Montreal, Canada.—PHOTOGRAPH.
W. R. LANTHAFF, J. N. Adam & Co.,
Buffalo, New York.—PHOTOGRAPHS.
D. BLICK, O. T. Johnson Co.,
Galesburg, Illinois.—NEWSPAPER ADS.
B. J. JOHNSON, Cole Bros. Dry Goods Co.,
Manhattan, Kansas.—PHOTOGRAPH.
V. L. CARSON, Guarantee Shoe Co.,
San Antonio, Texas.—PHOTOGRAPHS.
GEO. W. ALLEN, Robert Fraser,
Utica, N. Y.—WELCOME HOME DECORATION.
GEORGE F. McCONNELL, A. H. Jassby & Co.,
Montreal, Canada.—PHOTOGRAPHS AND PLAN.

ED. GERLACH, Lynden Dept. Store,
Lynden, Washington.—PHOTOGRAPH.
BERT SMYSER, The Stone Fisher Co.,
Tacoma, Washington.—PHOTOGRAPHS.
WILLIAM B. STUBBS, B. F. Dewees,
Philadelphia, Pennsylvania.—PHOTOGRAPH.
ROBT. W. McKNIGHT, Rankin Dry Goods Co.,
Santa Ana, California.—PHOTOGRAPH.
GEO. B. SCOTT, Strouse Bros.,
Evansville, Indiana.—CARDS.
G. A. HUDSON, Kaufman & Baer Co.,
Pittsburgh, Pennsylvania.—SHOW CARDS.
R. H. FYFE & CO.,
Detroit, Michigan.—DRAWING, NEW STORE.
C. L. FORMAN, The Stark Dry Goods Co.,
Canton, Ohio.—PHOTOGRAPHS.
SAM WEISS, Emporium,
Detroit, Michigan.—PHOTOGRAPH.
ROY H. HEIMBACH, Clarke Bros. Stores,
Scranton, Pennsylvania.—PHOTOGRAPHS.
LESLIE D. SLACK, A. Livingston & Sons,
Bloomington, Illinois.—PHOTOGRAPH.
THOS. F. CONDON, The John White Store,
Pensacola, Florida.—PHOTOGRAPH.
J. L. HIPPS, Grote-Rankin Co.,
Seattle, Washington.—PHOTOGRAPHS.
WM. R. CHANDLER, Fountains,
Greenwood, Miss.—PHOTOGRAPHS.
FRED ASHFIELD, Bryson Graham, Ltd.,
Ottawa, Canada.—PHOTOGRAPHS.
F. J. FARRELL, Roland's,
Bloomington, Illinois.—PHOTOGRAPHS.
A. L. SQUIRES, H. S. Gebhart Co.,
Decatur, Illinois.—PHOTOGRAPH.
LOID ATKINSON, J. C. Penney Co.,
Watertown, Wisconsin.—PHOTOGRAPH.
JAS. A. BECK, Hearné D. G. Co.,
Shreveport, Louisiana.—PHOTOGRAPHS.
GEORGE A. SMITH, Display Specialist,
New York, New York.—SKETCHES.
ARTHUR W. LINDBLOM, New England F. & C. Co.,
Minneapolis, Minnesota.—PHOTOGRAPH.
FRANK STECKBAUER, The Continental,
Oshkosh, Wis.—PHOTOGRAPHS.
E. T. WIGG, Palace Clothing Co.,
Tulsa, Okla.—PHOTOGRAPH.
EDMUND BORDELEAU, F. Limard & Co.,
St. Roch, Quebec.—PHOTOGRAPH.
BERT DANIELS, J. F. Cairns, Ltd.,
Saskatoon, Saskatchewan.—PHOTOGRAPHS.
OSCAR F. RYAN, Anderson-Newcomb Co.,
Huntington, W. Va.—PHOTOGRAPH.



Artistic Window and Exhibition Background

Painted to order

Also Mural Decorations

HENRY KRATZNER

21 E. Van Buren St.

CHICAGO, — — ILLINOIS



New Florentine Base
Garment Form
No. 81FB

SPECIAL OFFERING

One of Our New Forms
Priced Special for March

We want to introduce our new patented flesh enamel which is absolutely unbreakable and non-fading, will not check or crack. This form as illustrated has our new Florentine base, very artistic in design. In any wood such as mahogany, oak, walnut. Extensible standard. We believe this to be the best value ever offered.

Special Price, Only \$9.75

Everything in Fixtures

We have our own Metal, Wood and Form factories, enabling us to make all our own fixtures and sell to you at Factory Prices. We have always been recognized as giving the very best values at low prices.

The fact that this business has been under the same management for nearly 25 years is an assurance to you that we have the experience that enables us to give you full value and best of service.

**Visit Our New Display Rooms
When in Chicago**

The Superior Brass & Fixture Co
318 West Jackson Boulevard,
CHICAGO, ILL.

DISPLAY EASTER MILLINERY AND HATS TO THE BEST ADVANTAGE ON ONLI-WA FIXTURES



HAT AND MILLINERY DISPLAY FIXTURES

Gold, Straw or
White Finish

No. 773.	No. 775.	No. 777.	No. 774.
Height Inches	Height Inches	Height Inches	Height Inches
12.....\$1.50	12.....\$1.00	12.....\$0.75	12.....\$0.75
18.....1.75	18.....1.15	18......75	18......75
24.....1.90	24.....1.30	24......75	24......75
30.....2.15	30.....1.50	30.....1.00	30.....1.00
36.....2.35	36.....1.70	36.....1.25	36.....1.25
42.....2.55	42.....1.90	42.....1.50	42.....1.50
48.....2.75	48.....2.10	48.....1.75	48.....1.75
54.....2.95	54.....2.30	54.....2.00	54.....2.00
60.....3.15	60.....2.50	60.....2.25	60.....2.25

The Easter Season is "dress up" time. Get your share of this business. Display your merchandise to the best advantage on Onli-Wa

Display units.

"quick turn over."

Onli-Wa Fixtures present the best in material and workmanship at a low cost.

The Onli-Wa "700 Line" embraces a wide variety of display fixtures fully illustrated, with prices in our catalog.

ONLI-WA FIXTURE COMPANY, Dayton, O.

OUR PRICE TICKET MACHINE SET

The Biggest Fifty Dollars Worth on Earth

Letters Tickets 10 to 20 Times Faster than Hand Work

"Will Pay for Itself in A Month and Make Thousands of Dollars For You"

Ready Others Doing It! So Can You!

For Work

COMPLETE SET \$50.

Write for Wonderful Descriptive Matter Now!

HAND STYLE TYPE CO.

410 Third Ave. Pittsburgh, Pa.



He Works Nights



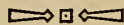
"Easy Money"

Catch Phrases

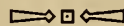
*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



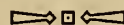
SUITS THAT SPEAK VOLUMES
COMFORT THAT AGREES WITH FASHION
IN SHORT—COMMON SENSE SUITS



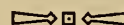
A BANQUET OF SILK SPLENDORS
SOMETHING THAT FULFILLS THE DESIRE
OF THE FOLLOWERS OF VOGUE



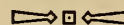
A TEMPTING BIT OF RICHNESS
BIG ASSORTMENT AT LITTLE PRICES
FOR THE MOST SKEPTICAL



VISIT OUR HAT DEPARTMENT
EVERY CONCEIVABLE STYLE AND SHAPE
NEW AND FASHIONABLE



MORE ROOM IS WANTED!
STORE'S POPULARITY IS THE REASON
BE ONE OF THE SATISFIED THROG



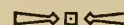
SEVEN HUNDRED SMART BLOUSES
HAND EMBROIDERED AND LACE TRIMMED
IN A SPECIAL CLEARANCE



GRACEFUL AND CLEAR CUT
HANDSOME TAILOR-MADE COSTUMES
IDEAS IN BEAUTY AND SHAPELINESS



IMMENSE DISTRIBUTING FACILITIES
PREPARED THIS MONSTER SALE
EXTRAORDINARY VALUES

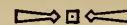


FRESH FROM THE WORK ROOM
MILLINERY THAT IS ARTISTIC
EACH HAT A STUDIED TRIUMPH

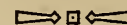
JUST TO FRESHEN YOUR APPEARANCE
EVERY WOMAN WANTS TO DO THAT
ONE OF THESE HATS WILL DO IT



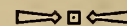
A CLEARAWAY OF MEN'S HOSE
BROKEN ASSORTMENT AND ODD LOTS
A CHANCE TO GET MUCH FOR LITTLE



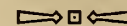
LET US SATISFY YOU
BUSINESS SUITS FOR BUSINESS PEOPLE
AND DON'T FORGET—AT BUSINESS PRICES



RECONSTRUCTION SURPRISE SALE
SURPRISES THROUGHOUT THE STORE
PRICES ARE ALSO SURPRISING



SUPREME QUALITY AT POVERTY PRICES
THE OPULENCE OF FASHION
UNITE LUXURY AND ECONOMY



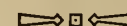
A TIP-TOP SHOE SHOP
A FEW HINTS OF THE LATEST ARRIVALS
SHOES THAT WE GUARANTEE



LAST DAY SPECIALS
SAVE YOURSELF TWENTY-FIVE PERCENT
BUYING VALUES AT CASH PRICE



VALUES THAT DO THEIR OWN TALKING
PRICES THAT APPEAL
MERCHANDISE THAT PLEASES



A SALE OF CONTINUAL SURPRISES
ASTONISHINGLY LOW PRICES
FOR MERCHANDISE OF HIGH QUALITY

New Designs for Easter Decorations and Peace Displays

We have a wonderfully complete assortment of new Papier Mache ornaments which will greatly embellish your display window and the merchandise shown—Peacocks, Doves, Vases, Urns, Jardinieres, Bird Houses, Pedestals, Lamps, Flower Boxes, etc.

Backgrounds for Window Displays

Now on exhibition in our show room. All are original in design, presenting many new and beautiful effects.

Write for Catalogue


Our beautifully illustrated 1919 catalogue is now ready and will be mailed on request.

American Art Papier Mache Works

6311-13 North Clark Street

Chicago, Ill.



ESTERBROOK  **#7**

SPEED PENS
for Card Writers

enable the card writer to make accurate, sharp lines with quick strokes—producing a better finished card in less time than is possible with a brush.

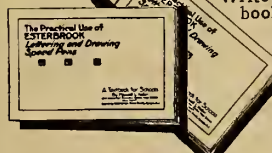
They are made with the same exacting thoroughness that has made Esterbrook Steel Pens the Standard of pen excellence for nearly sixty years.

Esterbrook Drawing and Lettering Pens will improve the work of the beginner and help the expert Cardwriter to his best results.

Made in different sizes—one dozen 1 size or 1 dozen assorted \$1.00 a dozen—dislike and rectangular nibs.

Esterbrook Pen Mfg. Co.
90-100 Delaware Ave.,
Camden, N. J.

Write for our practical booklet on lettering and drawing free.



A beautiful fountain for interior and exterior decorations, equipped with light and pump for water. Height, 72"; Base, 48"x36". Write for Catalog and Particulars.

CHICAGO STATUARY MFG. CO.

476 Milwaukee Avenue
Chicago, Ill.



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes and Velours
Main Office and Factory: Federal-at-Hudson Sts., CAMDEN, N. J.

Window Cartoons for Background Displays

Having had in the past, experience as a cartoonist and illustrator for the leading publications of the country, I can offer you my talents in that direction.

If you wish to illustrate pictorially some event, political, historical, or any other topic, I can supply you pictorial effects painted on heavy canvas or composition window board, in oil, at a nominal cost.

Henry Kratzner

21 E. Van Buren St.,
Chicago Illinois





L. Baumann & Company FLOWERS

Artificial Flowers, Vines, Sprays.
Trees, Garlands.

New Art Panel.

Papier Mache.

Patriotic Display.

For New and Novel Designs, Prompt
Delivery, Low Prices and Finest
Merchandise.

Write for Catalog

L. BAUMANN & COMPANY

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

Chicago, Ill.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519 521 N. Halsted St.

CHICAGO, ILL.

NEBEN

*Oriental Crepe
Cretonne & Silk Moire Crepe*

— P A P E R S —

The Finest Decorative Paper in the World—
Marvelous Color Effects for Window
and Interior Decorations

UNLIMITED POSSIBILITIES for the Neben
Oriental Crepe, Cretonne and Moire Papers
for window decorations will make the custom-
ers stare with amazement at the gorgeousness
of the window display.

SAMPLES AND PRICES, with any other
information you may desire, will be sent upon
request. In order to receive your goods in
time, send orders by return mail after you re-
ceive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc.

127 TO 137 BEEKMAN ST.

NEW YORK, U. S. A.



FRANKEL SAYS:

It is not *How Cheap*—but *How Good*

they can produce *Frankeline perfect shape*, unbreakable, washable forms, display period fixtures, wax figures, etc. (we have added over 200 new distinctive numbers to our this season's line).

Call at our show rooms or send for catalogs.

1146 Broadway — at 27th St.—New York

Established 1888 and growing daily.



A Practical Skirt Displayer

Adjustable Skirt Stand, will hold any size skirt from 21 to 38 inches waist measure. Your skirt season is coming. Now is the time to prepare.



THE BUCKEYE FIXTURE CO.

1292 West Fourth Street CLEVELAND, OHIO

Manufacturers of
Complete Line of Display Fixtures of Quality.
Artistic Wax Figures.
Enameled Waist and Dress Figures.

Make Sure

And see our attractive
NEW SPRING LINE

Our patterns are far advanced in every direction. We have just what you are looking for. Before purchasing give our line your consideration.

Enameled
Papier Mache
Forms
Wax Figures

Use
"OVER-NIGHT"

wax cement—joints solid as welded iron. Tube \$1.00. Money to accompany order.

Julius Blumenthal 166 North State Street
Chicago, Ill.

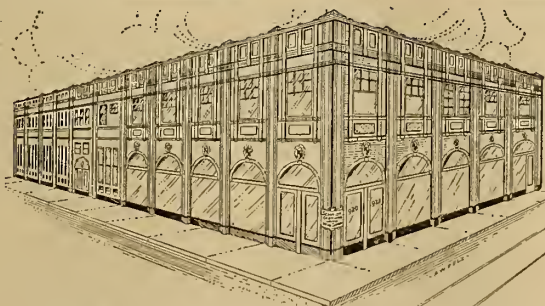


Walters' Ideal Pocket Hammer

Nails
Tacks
Pins
Screw
Driver

For window trimmers. Must be seen and used to be appreciated. Nothing like it ever invented before, especially for decorators. Besides having a screw driver at the end for tightening the elbow joints on wax figures, it contains an arrangement for withdrawing pins, tacks or nails. PRICE ONLY 75c. Sent to any address postage paid by the manufacturer, J. M. WALTERS, 220 South Benton Way, Los Angeles, Cal.

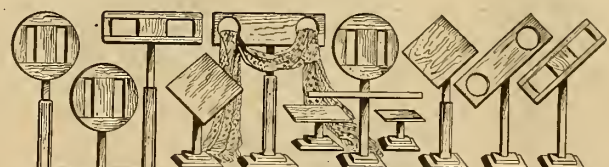
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An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures.
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A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Seasons Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

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No. 116 Set has 36 Interchangeable Younits For Dress Goods Window Trims, \$27.50

Send for catalog. Established 39 Years. Order direct or thru your Jobber.

The Oscar Onken Co. 3752 Fourth Street Cincinnati, Ohio, U. S. A.

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Make your Spring show cards embody the beauty of the season by using

"Perfect Stroke"

Brushes and Supplies

They are so finely balanced and so perfectly made that your work will take on a new beauty. The stroke made is perfect the first time—no tedious touching-up.

If you aren't acquainted with "Perfect Stroke" Brushes and Supplies, send for catalog 4.

Bert L. Daily

Advertisers Bldg.

Dayton, Ohio

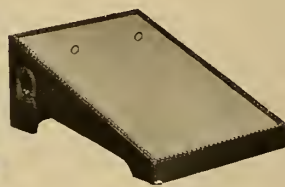
New York City Salesroom: 1532 Third Ave.



No. 9



No. 308



No. 10

Klee "De Luxe"
Fixtures

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

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Gold Antique, Silver White Ivory French Grey and Black Relief
White Ivory and Gold Relief French Grey and White Relief
French Grey and Ivory Relief

No. 9. 8", 12", 18",
24" high; 6"
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10 3/4" top...\$2.00

No. 308. 8" high,
5 1/2" base,
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(back), 7x
11" top...\$2.00

Klee Display Fixture Co
ROCHESTER, NEW YORK

Outfits Every Store Should Have

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

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SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
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No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

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IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.



Use
PAASCHE
Famous 3-in-1
AIR BRUSHES

Absolutely Best for Most Attractive

Show Cards, Signs and Window Backgrounds

Write Today for New Catalog

Made in all sizes for all kinds of work
MOST EFFICIENT DURABLE SPEEDIEST

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AN EXCLUSIVE DECORATION
A WORK OF ART

DE WITT SISTERS FEATHER FLOWERS
—EXCLUSIVELY—
5 GRAND BOULEVARD - BATTLE CREEK, MICHIGAN

Window Trimmers and Wax Artists

READY-FIT EYELASHES—WITH FULL DIRECTIONS
SURE QUALITY

I MADE OVER 13,000 SETS FOR MANUFACTURERS
50 CENTS PER SET \$5.25 PER DOZ. SETS

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All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

SALESMAN WANTED—Salesman wanted who thoroughly understands selling Window Display Fixtures. Salary or commission. Address, Oscar Onken Co., Cincinnati, O.

WANTED—Display Man and Card Writer for women's "ready to wear" store. Splendid opportunity for capable man. "Up To Date Store," Cor. N. Pearl and Steuben Sts., Albany, N. Y.

WANTED—Man capable of decorating show windows for chain of stores, write show cards and prepare advertising copy. Big opportunity for right man. Address Box 346, MERCHANTS RECORD AND SHOW WINDOW, Chicago.

WINDOW TRIMMER AND CARD WRITER—For exclusive men's clothing and furnishing store. Must have experience in selling. Send samples of work, references and salary expected. Max B. Yoffee, California, Pa.

POSITION WANTED—Window Trimmer, Card Writer and Salesman. Koester School graduate, twenty-seven years of age. Married. Desire to locate with men's clothing concern in Iowa. Address H. F. Crinklaw, 340—7th Ave. W., Cedar Rapids, Iowa.

WANTED—Manufacturers Agents covering the south, are desirous of corresponding with manufacturers of staple and standard specialties with object of acting as direct and exclusive representatives. Selling through our travelers, offices and warerooms. Address Box 321, Toccoa, Ga.

WINDOW TRIMMER WANTED—Man to do Window Trimming, Card Writing, and Advertising; one who has had experience in rugs and draperies preferred; state salary wanted and give references in first letter; fine opportunity for advancement to right party. Apply Block & Co., Kankakee, Ill.

POSITION WANTED—A No. 1 Window Trimmer and Card Writer desires change. Young married man of 29, past experience with some of the leading stores of Minneapolis. Artistic and a good workman, best of references. Address Box 344, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

POSITION WANTED—High-class, energetic and conscientious Display Man and Card Writer desires to connect with progressive establishment in New York or New England states. None but first-class stores considered. Nine years' experience, best of references. Personal interview requested. Address Box 345, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

FOR SALE—Original Liberty Loan Statue designed by a famous sculptor at a cost of \$350.00. Used by United States Rubber Company for Window Display Fourth Liberty Loan Campaign. In perfect condition. Stands eight feet high. Wonderful decoration for Fifth Victory Loan. Will sacrifice for \$125.00 F. O. B. New York. See article on page 27 of this issue. Address G. A. Smith, 1777 Broadway, New York City.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED—Attention of Window Trimmers, Card Writers, etc. Make them yourself. Plaster Paris and papier mache ornaments, patriotic shields and hundreds of other rich designs. How to make the original models, also gelatine moulds; artificial marble, onyx, tile, rich moulding, sign ornaments, sanitary flooring, hard composition for dolls; how to transfer pictures from magazines and newspapers onto show cards; renovating wax figures, etc. Full instructions and all formulas. A large instruction book, illustrated, embracing 39 complete subjects including many valuable formulas. Also supply of materials for making moulds and casting designs, also materials for refinishing wax figures. All complete, price \$1.50. Catalog free. The Irabar Co., Harrisburg, Pa.

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Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

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ENAMEL DISPLAY FORMS

ARE

USED AND ENDORSED
BY THE FOREMOST
"READY TO WEAR"

AND

DEPARTMENT STORES
THROUGHOUT THE U. S. A.

Because They Are

"NON-CRACKABLE"

"FLESH-LIKE" IN APPEARANCE

AND

"CORRECT IN SHAPE"

Greenwald Display Fixture Co.

812 Broadway, New York

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THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 alphabets, 32 sets of numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

Merchants Record Co.

Book Dept.

431 S. Dearborn St., Chicago

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Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY
Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. *FREE* outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 **MICH.**
Oldest and largest school of its kind in the world.



Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

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BEAR THIS LABEL

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The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

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E. C. DIETZ, Owner
Established 1899

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New York City

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

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CHICAGO, ILL.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.



Our Illustrated Catalogue,
in colors, for Easter, April
20th, 1919, will be mailed
free for the asking.



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61 Barclay Street
New York City



Special Price

\$30.00

For this Elegant
Complete Back-
ground.

12 Feet Long, 7½
Feet High. Wall-
board and Lumber
Construction.
Scenery on
Muslin.

**IF YOU ARE LATE WITH DISPLAY PLANS—NOW IS THE TIME TO
GET IN ON OUR SPRING SERVICE FOR CERTAIN DELIVERY**

Elegant decorative backgrounds in Modern Art Designs that will assure you an effective opening display of character.

Send for our new Spring Folder now.

THE MODERN ART STUDIOS

431 N. Clark Street

Creators of Window Backgrounds

Chicago



Catalog No. 43
Display Equipment
for
Men's Apparel

This new and splendid book of 96 pages is devoted exclusively to Display Equipment for Men's Apparel.

It is replete with illustrations of men's wear displays of great value to your business.

Ask for your copy now. There is no charge or obligation.



Curtis-Leger Fixture Co.
237 W. Jackson Blvd.
CHICAGO, U. S. A.

36

Merchants Record and Show Window

*April
1919*



Make Victory Complete by Supporting the War Effort

Having Accounted for the Late Buyer



832K/E

We Have in Stock
for
Immediate Delivery

Everything in Display Equipment

*For information write for
our Folder No. 12M*

The Barlow-Kimnet Co.
724 BROADWAY, N. Y.

FACTORIES:

HOLYOKE, MASS. ROCHESTER, N. Y.



822K/WB

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Compo-Board is built with kiln-dried wood slats as a foundation. It comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

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Compo-Board Company

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MINNEAPOLIS

MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

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In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

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Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLIV

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Make Buyers Out of Passersby



Attractive window displays should tell the complete story in the same way that effective newspaper or magazine advertisements present their selling talks.

Your displays correspond to the art work in the advertisements. Your "copy" should be strong—a brief personal message from you to every prospective customer passing your window.

Our catalogs will aid you in selecting fixtures that make effective displays possible. They will help you to make your windows business builders.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
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 MANUFACTURER
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"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
 WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED
 JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

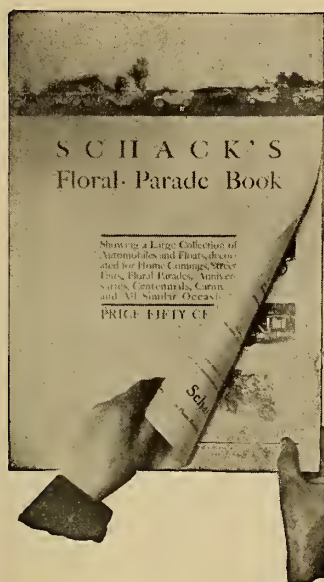
THIS IS THE STYLE OF TYPE OF
 MY ALPHABET

Offerings

**MADE IN
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**NEW YORKS' LATEST SUCCESS
 IN SHOW CARD PRINTING OUTFITS**

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



PREPARE NOW FOR THE
**HOME COMING
 CELEBRATIONS AND PARADES**
In Honor of Our Returning Heroes. Send for
**SCHACK'S
 BIG FLORAL PARADE BOOK**

Containing Over 400 Illustrations of
 Decorated Autos and Floats and Vehicles of Every Description

This big book of floral parade decoration will help you decide on a design and show you "how" and "what" to decorate your car or float with to make it a "prize winner."

Write for this Book Today—It is Free

SCHACK'S FAMOUS "EXCELLO"

is the most practical product ever offered for the decoration of autos and floats for parades

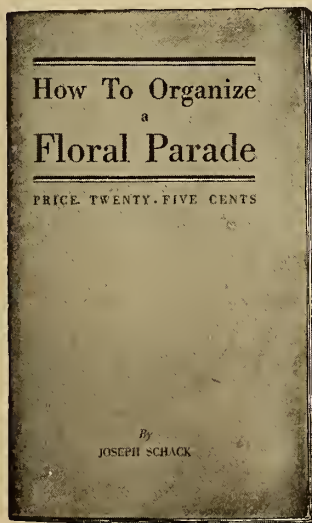
It represents a mass of fine Chrysanthemums that forms a beautiful covering for any vehicle. "Excello" is flexible and easy to handle and can be placed by anyone without scratching or marring the car in any way.

TRY SCHACK'S EXCELLO and you will be surprised to find what a help it is in your displays. We will be glad to send you a free sample.

Price of Schack's Genuine Excello

\$1.00 per square yard—any color. White is best for all practical purposes.

SCHACK'S EXCELLO is not copied, it was originated by Jos. Schack—then after placing Excello on the market, inferior imitations sprung up; offering cheap, flimsy material with names similar to "Excello." A comparison will show the difference in quality and design. We use nothing but the best silk tissue paper made, yet our Excello is not higher priced than that charged for cheap imitations. Why not use the BEST?



EXCELLO. Patent No. 99068, May 9, 1911.
 Trade Mark No. 119123.
 By Jos. Schack, Chicago.

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How to Organize a Floral Parade

The size of this booklet, entitled "HOW TO ORGANIZE A FLORAL PARADE," is 4x7 inches, and contains 32 pages. It gives detailed information and suggestions "HOW TO ORGANIZE A FLORAL PARADE," and is the only one of its kind throughout the country. It was written by Joseph Schack, President of the SCHACK ARTIFICIAL FLOWER CO. Anyone who is not familiar with how to organize a floral parade, award prizes, and other details that go to make up a successful celebration, after reading this booklet, and following instructions, even though inexperienced, will be in a position to get up a parade. Those who have read this book have found it to be invaluable. Write for it. It is free for the asking.

SCHACK ARTIFICIAL FLOWER CO.
 1739-41 MILWAUKEE AVE. CHICAGO

YOUR OPPORTUNITY

We Have on Hand a Limited Number of Copies of
"The Art of Decorating Show Windows and Interiors"

Which We Are Offering at the Low Price of \$2.00
Heretofore This Useful Book Has Always Sold for \$3.50

The Reason

The "Art of Decorating" is the best and most complete book ever published on the subject of window display and store decoration. It contains practically everything there is to be known about this subject. However, this book was published in 1908 and in many of the displays illustrated, the garments shown are out of fashion. The gowns and hats are in the style of 1908 rather than of the present day. Any practical display man will readily understand that this fault in no way impairs the value of this book.

The wealth of original and practical information on every phase of window display contained in the "Art of Decorating" is as up-to-date as if it had been written yesterday. As a help to the display man this book will never be "out of date."

The Art of Decorating Show Windows and Interiors represents the best ideas of hundreds of the leading display men of America. It has 410 pages (7 $\frac{3}{4}$ x10 $\frac{3}{4}$) and 618 illustrations. The following are some of the subjects covered:

Arches
Architectural Designs
Art Glass Imitations
Automatic Switches
Backgrounds for All Purposes
Bases
Broadcloth Displays
Business Windows
Children's Wear
Christmas Displays
Cleaning Wax Heads
Cold Water Paints
Colors for Backgrounds
Color Charts
Columns
Cotton Flannel Rabbits
Corset Displays
Draping Silks
Draping Stands
Dress Goods Displays
Decoration Day Displays
Decorations for Buildings
Designing Backgrounds
Distemper Backgrounds
Easter Displays
Electrical Displays
Electric Flashers
Electricity in the Window
Electric Signs
Fall Decorations
Fixtures

Flag Decorations
Following the Fashions
Fourth of July Displays
Frame Work
Frosted Windows
Frosting Electric Lamps
Grouping Figures
Harmony of Colors
Handkerchief Displays
Hall Decorations
Hat Displays
Home-made Fixtures
Illumination for Displays
Interior Decorations
Japanese Displays
Lattice Work
Lamp Shades
Linen Decorations
Lingerie Displays
Making Icicles
Making Paper Flowers
Masonry Effects
Mechanical Displays
Men's Wear Displays
Miscellaneous Drapings
Millinery Displays
One Color Windows
Open Backgrounds
Original Designs
Painting Castings
Paper Flowers

Papier Mache Work
Parasol Displays
Patriotic Displays
Perpetual Motion
Perspective
Photographing Windows
Pillars
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Pumpkins as Decoratives
Relief Bulbs
Relief Work
Repairing Wax Heads
Re-Silvering Mirrors
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Ribbons as Decoratives
Rosettes
Rustic Designs
Scenic Backgrounds
Screens
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Shelving Displays
Ships, Mechanical
Shirt Displays

Shoe Displays
Silk Displays
Smocking
Snow, Imitation
Special Displays
Space Reducers
Spring Displays
Standard Backgrounds
Stencil Work
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Windmills, Mechanical
Window Lighting
Wiring
Work Room Equipment

For the Beginner

The inexperienced display man will find this book a wonderful help in his work. It contains an immense amount of practical information and practical instruction as to the principles of window decoration and display. Each subject is treated in such a manner as to make it easily understood, and hundreds of drawings and diagrams help to make this valuable book more useful.

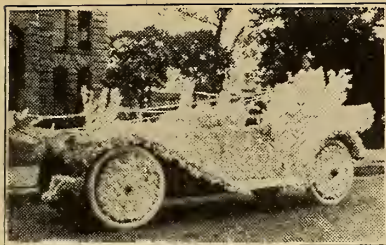
For the Experienced Display Man

The veteran display man will find in the Art of Decorating a source of endless ideas and suggestions. Although the merchandise illustrated may be out of style, the decorative ideas are as good as ever. They represent some of the best window work that has ever been done, and it is not likely that these pictures will ever be printed again. As a reference book, this volume will be found of the greatest value.

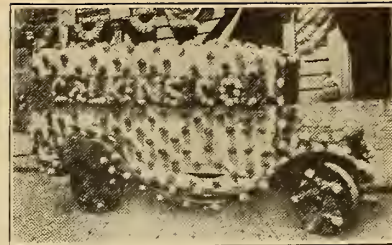
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The Merchants Record Co. 431 S. Dearborn Street
CHICAGO



Flower Parades



The coming season will be the greatest ever known for floral parades—grab this opportunity

¶ Flower parades will be more popular this year than they have ever been before. They will be held early in the spring, throughout the summer, and will be continued late into the fall. Towns that never before have had flower parades will have them this season. Towns that have had them will have bigger ones this year.

¶ This situation offers an unusual opportunity for the display man to make some easy money decorating cars and floats. Our big book on flower parades explains fully how to organize and decorate for a flower parade.

Send for Our Big Free Book on Flower Parades

¶ This valuable book explains fully everything there is to know about flower parades. Send us your name today and you will receive the Flower Parade Book by return mail. The following are some of the things it tells about:

How to Organize a Flower Parade

¶ This is fully explained including how to get the movement started. The suggestions are clear and concise and will readily be understood by any display man.

How to Decorate an Automobile

¶ It's an easy matter to decorate cars if you know how. The book explains clearly just how the work is done. It tells the kind and quantities of materials required and how to use them.

¶ If you are a veteran parade decorator you will realize at once what a big help this book will be. If you have had little or no experience in this class of work, you will find our book indispensable—and remember, it will be sent free to you upon request. Send for it today.

Pictures of Decorated Floats

¶ More than fifty engravings show examples of well decorated automobiles, floats, carriages, etc. These are representative examples of parade decoration and most of them can be easily copied.

Parade Decorations

¶ Pictures and descriptions of a great variety of inexpensive decorations designed especially for parade work. You will find here everything you need.

Botanical Decorations for Every Purpose

¶ For twenty years our decorations have set the standard for this class of merchandise. Our flowers, plants and other designs are the best that skill and artistic workmanship can produce from the best materials. Our prices are always as low or lower than those of dealers handling far less desirable goods.

¶ Our goods, our service and our prices have been so satisfactory to our customers that our house has grown to be the largest in this field. If you are not buying from us you owe it to yourself to give us a trial order. Try us on parade decorations or on anything else you may need in our line—we will make good.

Special Offer: With all orders amounting to \$10.00 or more we will send you free either of the following books: Show Window Backgrounds, 256 pages showing 150 practical background designs, or The Book of Drapery, 500 pages, showing 1,000 drapes made from all kinds of materials. Either of these books will prove a big help to any display man. State which one you want.

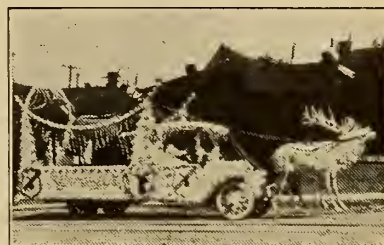
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Send us your name for our mailing list.*



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Manufacturers and
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of All Kinds

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Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

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In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

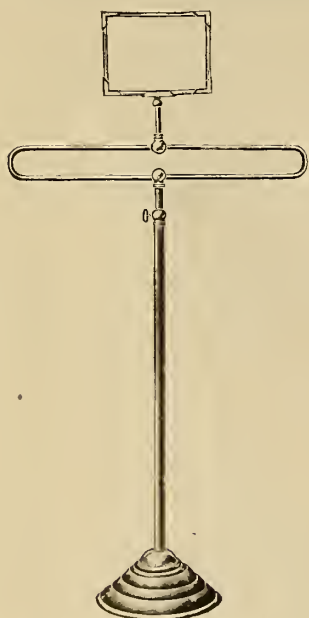
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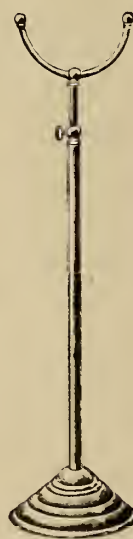
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That Will Simplify Your Draping Problems—Send for Circular with Details

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A Consolidation of
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3 Big Prizes for Card-Writers

First Prize

\$25

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Special Prize

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THREE BIG PRIZES

Card Writers Convention
Chicago, July 14, 15, 16, 17

Contest Closes July 17, 1919

For the best example of the Card Writers' work done with Esterbrook Writing and Lettering pens while in attendance at the convention

1st Prize, \$25; 2nd Prize, \$10

For the best three examples of Card Writing done with Esterbrook Pens and brought or sent to the convention.

1st Prize, \$25

Write for full information. Get a supply of Esterbrook Writing Pens and

be prepared for these contests

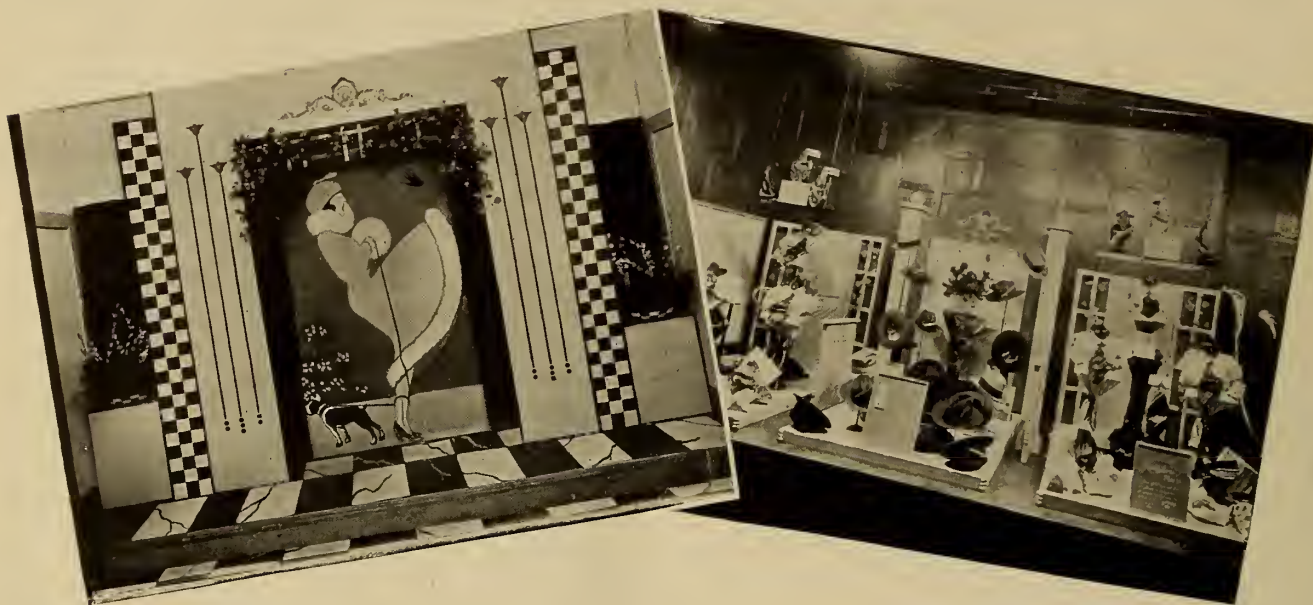
Esterbrook Lettering Pens save time, money and work. You can do better work more quickly and with less effort with these pens than any other way. The Esterbrook Speed Pen is always ready—feeds ink just where the pen begins the stroke. No delays—no loose edges, no hairs or bristles—just dip the pen in the ink and begin—you can work as fast as arm and eye can move. The Esterbrook Speed Pen holds the hand up and allows long sweeping curve or straight single stroke—The ink pocket carries enough ink for a long stroke. Prepare for these contests by writing for full information.

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Cutouts, backgrounds, figures, relief ornaments, etc., are easily accomplished with EZY-BILT.

An exclusive window board that will not bend, warp, buckle or sag, and is easily cut with a knife.

No expensive carpentering or framework required.

It is the "all around" window board of unlimited possibilities.

A trial package will convince you of the merits of EZY-BILT.

Valuable suggestions appear in every issue of Merchants Record & Show Window that can be used for *your* displays with the aid of EZY-BILT.

Take advantage of the Special Introductory Offer.

Special Introductory Offer

This offer is for our two new sizes, as follows:

14 sheets, size 36x48 in., \$5

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Order one of these packages today and give **-EZY-BILT-** a trial.

Sample and Folder on Request

HUNT-CRAWFORD CO.

COSHOCTON
O H I O

—are YOU coming?

Displaymen everywhere will take this opportunity to gain better results for their employers. No establishment, no matter where located, employing display managers, should fail to have their men in Chicago July 14th, 15th, 16th and 17th.

The art of gaining business through window trims and merchandise displays will be greatly furthered by attendance at this convention. Just think of the vast amount of display knowledge to be gained by association with a thousand experts in one spot and at one time. The exchange of ideas that takes place will be worth thousands to any firm or individual of this calling.

***International Association of Display Men* CONVENTION CHICAGO, July 14th, 15th, 16th and 17th**

at the Sherman Hotel. Don't forget the dates. You can't forget the place. If there is a displayman anywhere who is not a member of The International Association of Display Men, he is indeed unfortunate—let him join at once for his own good and for the good of his employers. For further information address—

D. B. Bugg, Secretary,
care of The White Company,
CLEVELAND, O.

This space donated to
The International Association of Display Men by
THE ADLER-JONES COMPANY, CHICAGO

The **WELCH-WILMARTH** LINES of Grand Rapids

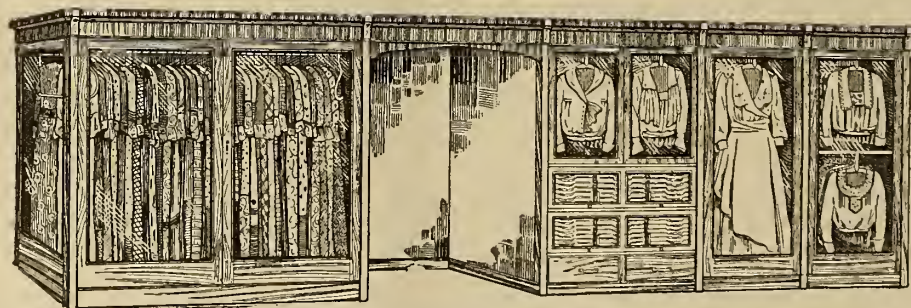
Why "Method in Merchandising" Stores are successful



BY SUBSTITUTING for old-fashioned, expensive and burdensome store methods a thoroughly tried out, practical and scientific system of retail merchandising.

This "Welch-Wilmarth" system is founded on a study and analysis of successful retailing and in every instance it increases sales, reduces overhead, systematizes buying, gives a bigger stock turnover, prevents errors and improves service.

The significance of these advantages will be obvious to any retailer and those who intend to keep pace with competition will start their investigation right now.



Modern fixtures for the display of clothing combine the features of accessibility, ease in making selection by the customer. The garments are protected from dust and the fit and shape is preserved by having an individual hanger for each garment. The capacity of these cabinets is large, as every possible area of space is utilized. Revolving, telescope slide, movable hang-rod. Types, prices and capacities to fit all requirements.

The Welch-Wilmarth system includes units for the display and care of merchandise of every character. It embraces glass show cases for shirt waists, shirts, ribbons, glove and notion storage and display units, clothing cabinets, mirror alcoves, and cases for hats and caps. The system, in fact, provides completely for "Method in Merchandising" in every department of retail selling.

Our staff of experts in store planning are at your service with suggestions for your store.

Our book, "Method in Merchandising," will be sent to any store executive writing us.

Welch-Wilmarth Companies

Grand Rapids, Michigan

Showrooms New York

Chicago

St. Louis

Pittsburgh

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIV
NUMBER 4

APRIL, 1919

Single Copies
Thirty-five Cents

Enhancing the Value of the Store Front

Now is the time to build and remodel—Cost of construction will not be materially reduced—Outside show cases important feature to every merchant and a most profitable investment—Make every available foot produce.



HUNDREDS of merchants have been postponing building operations and improvements because of the soaring prices of materials of every kind. Some of them have waited for four years or more in the vain hope that lower prices might again prevail. In the meantime business has continued to grow and with this growth has come the added necessity of more space and better equipment.

The cost of building is still high but *the time has come when it is the best business policy to build* or make any improvements that are necessary.

Prices are high but they will remain high, probably for years to come—and the present prices do not mean that excessive profits are being made by dealers in building material. The contrary is the case. Almost every material is being handled on a smaller margin of profit today than it was before the war started. Ask any architect, contractor or dealer about this.

The high cost of building materials is due almost entirely to the high cost of labor and this in turn is due to the high cost of food and living in general. Food prices will remain high for years and labor will never return to the old scale. Hence building materials will probably be selling at the same prices four or five years from now.

It is better to build now—even if you pay a little difference. It is better for your community and for the country at large. When you buy materials, you start money into circulation which later comes back to you. You help someone else and he, in turn, helps you. It is an endless chain.

Just now, work is needed—much work is needed throughout the country. Good wages must be maintained to meet living costs—to tide us over the period of readjustment and reconstruction. Money should be spent wisely, of course, but it is not wisdom and it is not patriotism to keep from buying those things that are actually needed. It is good business and it is good peace time patriotism to build now.

In some respects, building may be done more cheaply now than it could have been done before the war. Architects and contractors tell us of many war time economies that have taught us how to save by the substitution of cheaper materials, by using standard sizes and simpler methods, by buying materials produced closer to home. Much money can be saved the builder through practices that were not customary before the war. Talk to an architect. He will show you how to save enough to help substantially in offsetting present prices.

It is the general belief of those who are in positions to know, that business during the next few years will be beyond all precedent. Every indication points to an era of unexampled prosperity but it is necessary that we readjust ourselves to meet the immediate demands of the present situation.

If you need a new store or a new front or other improvements—if the funds are available, start the improvement now. In the long run you can make no mistake in buying—but you can make a mistake in not buying now—what you need.

The recent reduction in the price of steel is taken by some to indicate a probable general reduction in

the price of building lumber, but is by no means a reliable forecast. Immediately following the signing of the armistice it was predicted that since steel prices had jumped from 200 to 300 per cent during the period of the war, a reduction of at least 50 or 60 per cent was bound to come this year, but we find that the Federal Industrial board and the steel makers recently agreed to a cut in steel prices of but only 10 to 14 per cent. A broad variance from the estimations of those who are bold enough to forecast in this day. While it is undoubtedly true that a decrease in the price of several materials will inevitably take place, it is also true that other mate-



rials will not decrease, and there are many indications to support the statements of experts that the total cost of building will not be appreciably reduced. And further, experts do not hesitate to say that should these slight reductions in certain materials materialize they will come only when production has been resumed to such an extent and in such quantities that calls for maximum efficiency of organization and machinery.

The paragraphs above are but introductory to a subject of vital importance to every retail merchant who recognizes the value of display space and which will be exhaustively treated by *MERCHANTS RECORD AND SHOW WINDOW* in the issues to follow: Valuable information relative to the utilization of outside store space accompanied by illustrations of the unusual uses of outside cases will be given each month together with expert advice on store front construction.



While many merchants have shown that keen business foresight and appreciation of the value of display space put to work, a far greater number have had and still have many opportunities to put idle space to work with profitable results. It is to these men principally that these articles will be directed and in a practical, businesslike manner will be told how they can increase their profits with the aid of outside show cases.

Inquiries from merchants in all sections of the country are constantly arriving at the office of this



publication. These merchants are contemplating and in many cases actually at work on remodeling their stores. In most cases they desire information relative to reliable manufacturers of such equipment necessary for the modern store, suggestions for styles, location of outside cases, etc.

Realizing that there is such a strong building movement amongst the merchants of the country,



and also being reasonably assured that now is the proper time for such work—instead of later when prices will be reduced—a condition which at this writing seems far off, this publication will conduct monthly a department devoted to the features mentioned above. In connection with this series merchants are requested to take advantage of the Free Service offered by this journal and outlined on another page of this issue.

In conjunction with this article are reproduced a number of illustrations showing a variety of ways in which merchants have added greatly to their display space by the addition and installation of outside cases.

The illustration of the Dorn Shoe Company front clearly shows how even the extremely narrow store entrance can be readily turned into a most attractive and producing front with the proper use of outside cases.

Cases were built onto the large building columns, and though shallow afford ample space for a very complete and attractive arrangement of merchandise. These cases are 84 inches over all, with base of 16 inches, and are made in lengths to suit.

The octagon case, with display of men's trousers, is especially in demand and is conveniently adapted to surround posts and pillars. It is made in all sizes and is equally efficient for inside or out-

side use. This case is equipped with electric wiring around the ceiling and has a guaranteed weather-proof roof of zinc. Ventilation is supplied at both top and base of cases to avoid condensation and frost during any atmospheric conditions. The floor is inlaid parquet oak with mahogany border.

The illustration of the Model Hat Store shows how valuable display space was utilized by the addition of outside cases. In the corner cases were displayed special values in caps, and at a glance it may be readily noticed that the cap display is equally prominent, if not a little more so, than the merchandise in the show windows. The cases used by the Model Hat Store are 84 inches high with a 16-inch marble base and have adjustable glass shelves.

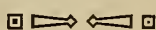
The fourth illustration presents a different style case than those shown in the other photographs and in fact is nothing less than a show window. This illustration points out the fact that outside cases may be built in space hitherto dead and with big results. The cases are built in such a way and with sufficient depth to allow a most pleasing display of merchandise without inconvenience to the display man.

Other types of outside cases and their adaptation to the store front will be treated and illustrated in the second article of this series, which will appear in the May issue.



Outfitting the Modern Store

R. H. Fyfe & Company, Detroit, in new ten story home—One of finest specialty stores in the world—No detail omitted—Erected at a cost of approximately seven hundred thousand dollars.



R. H. FYFE & COMPANY, Detroit, Michigan, have moved into their new ten-story building and are doing business as usual. The removal was accomplished without fuss or feathers, no formal opening having been planned to celebrate the event.

The new store has a frontage of 105 feet on Woodward avenue and 45 feet on Adams avenue.



R. H. FYFE & Co. BUILDING, DETROIT, MICH.

Owing to the fact that Woodward avenue is narrower, by some feet, at this point than further down town, the building commands a view of that avenue that is obtained in no other building in Detroit. The value of the view may be approximated when it is known that \$50,000 has been offered, and refused, for the electric sign privileges on the roof of the building.

There are ten stories above ground and two below the street surface. Owing to the fireproof construction, steel and concrete, and the installation of two steel-encased stairways from basement to roof there are no fire escapes required on the outside of the building. Automatic sprinkler fire prevention systems have been installed in all parts of the building, even in the show windows. This has reduced the cost of insurance in a marked degree.

Three large passenger elevators connect with all floors and the mezzanine balcony of the main floor. A large freight elevator situated at the alley entrance conveys stock to the top stories where it is opened and checked and placed in stock. Two automatic stock dummies are used for conveying stock from the stock rooms to the various selling floors.

The building is thoroughly ventilated and the temperature of the air regulated by washed air, which makes it possible to have the temperature of the building at least 30 degrees cooler inside in summer than it is outside. A modern vacuum cleaning system connecting every department and floor will keep the building and stock free from dust and dirt.

The firm has its own private switchboard, 30 telephones connected with eight main trunk lines making it possible for customers to reach every department of the store at any time. A tell-a-call system connecting all departments and offices, chimes notifications of calls to each head of departments. This is less distracting than the old style of call.

There are two large entrances to the building, one on Woodward avenue and the other on Adams avenue. Large handsome marquees constructed of steel and wire glass protect these entrances.

The building which is faced with compositior granite has ten large show windows, two of which have a length of 20 feet each. Each window has assigned to it a certain department and that department's merchandise will always be shown there, except under exceptional conditions.

The backgrounds are in American walnut finished in antique brown, and have handsome par-



CHILDREN'S DEPARTMENT.

quetry flooring. There are three systems of lighting with floor lamps and mechanical displays, another connects with ornamental lamps in the ceiling which are for use on dark days when the third system regulated automatically by clock arrangement according to the season is not in use. The window fixtures have been made to order and are finished to match the backgrounds in both color and design.

The fixtures used in the interior displays are finished, as is the furniture in use, to match the finish of the several floors on which they are used, both in design and color scheme. The Fyfe monogram is used throughout the building, giving to the artistic appearance a chaste charm. The street doors are covered with ever elastic noiseless cork tiling in colors to match the color scheme of the floor.

There are three systems for taking care of the cash and credit business of the Fyfe business. On all floors wrappers and cashiers are located conveniently to the sales space. Cash registers and charge phones take care of the credit accounts, while pneumatic tubes are used for sending checks and charges that have to be O. K.'d to the main office and back again.

In the basement which is partly daylighted all the medium grades of women's shoes retailing from \$4.85 to \$6.85 at present standards and corresponding lines in children's are carried. The shelving capacity on this floor is 10,458 pairs.

To the rear of this department is the delivery department where all parcels are received from the various floors by the means of spiral chutes. Here also are spacious locker rooms for both male and female employees of this and the main floor.

The street floor has a very high ceiling making the room look like a large auditorium with a gallery around it. On this floor all grades of men's shoes will be carried. The shelving has a capacity of 10,000 pairs. It is finished in both design and color in

the Gothic oak. Large lighting fixtures with shades in corresponding design are suspended from the ceiling, while clusters on the wall space are also used.

At the left of the Adams avenue entrance a large hosiery department is situated in which high grade hosiery for men, women and children are featured. At the right of the same entrance is a large findings department where many of the polishes and accessories are sold under the Fyfe name.

The mezzanine floor is given up to the Boys' department. One feature of this department is the inclusion of Little Gents' sizes making it a real boys' department, in fact as well as in name. On this floor is located the office of the general manager, A. O. Day, making it possible for him to keep in close touch with the business at all times.

The center of the main floor is occupied by two large all-over glass cases, double rows of individual chairs for fitting being placed on either side of these. In the wall spaces between the elevators on



VIEW OF THIRD FLOOR.

each floor are half round show cases affording each floor an opportunity to advertise and display novelties and special lines to the passengers who have to wait for elevators.

Growing girls', misses' and children's shoes are located on the second floor which is also finished in Gothic oak. A barber shop for children is located on this floor where three sanitary chairs are established. On the mezzanine floor reserve stock is carried. On this floor is located Fyfe's famous play room. Here life size teddy bears, dogs, etc., are to be found. Large rocking horses, two bump the bumps chutes, and other mechanical contrivances for the amusement of the children are installed. A maid is also in attendance to care for the children and amuse them while their parents are shopping on other floors. This play room is finished in the usual

nursery style with mother goose pictures and rhymes. Seventeen thousand pairs of shoes are in stock in this department which is a very large one, even for a city the size of Detroit.

On the third floor women's medium grade shoes are carried, prices from \$7.00 to \$11.50. Twenty-two thousand pairs of shoes are in stock on this floor. This floor is finished in rich mahogany.

Women's high grade custom shoes are carried on the fourth floor, all grades above \$10.00 being



FOURTH FLOOR, CUSTOM DEPARTMENT.

stocked here. This floor is finished in French gray with touches of gold and blue in French period design. A grand stairway leads to the retiring room situated on the mezzanine floor. This room is elaborately finished with handsome furniture and floor lamps; royal Wilton rugs in gray to match color scheme cover the floors.

On the fifth floor the anatomic and orthopedic department will be located. Here specialists will be in charge of salespeople in the fitting of irregular and Fyfe's arch preserver shoes for fallen arches and other ailments. A chiropodist will be located on this floor.

The repair department is located on the sixth floor. Here 50 people are employed in the repairing and renovating of old shoes, and making shoes for deformed feet. At one end of the room is a circular shoe shining parlor, eight revolving chairs being served by three busy shoe shiners.

At the rear of the seventh floor is located the mail order department, a large feature of the Fyfe business. A mailing list of over 100,000 names is maintained. Catalogues are issued twice a year and at Christmas time special holiday advertising booklets are used. Two rest rooms are located on this floor. One for the male and one for the female employees.

The general offices are located on the eighth floor, where Mr. Fyfe has his private office. Here

are also located the credit department and cashiers.

The ninth and tenth floors are given up to stock. Here hundreds of thousands of pairs of reserved stock are carried to fill the ever emptying shelves of the salesrooms below.

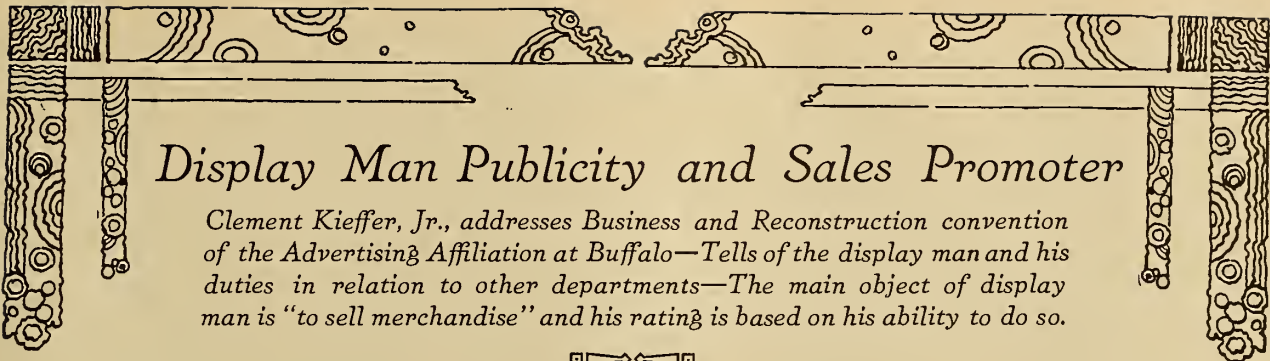
The building estimates when first secured were approximately \$300,000. We are reliably informed that owing to the extreme cost for labor and materials and the necessities for delays that the finished building has cost in the neighborhood of \$700,000.

The opening of the new R. H. Fyfe & Company store at Woodward and Adams avenues signalizes the growth and development of a phenomenal business. For over half a century Mr. Fyfe has piloted the ship of commerce over rocky and uncharted seas and has invariably brought forth with profit and success. Rarely, indeed, is it given to the life of any one man to have unvarying success follow his footsteps as it has those of Mr. Fyfe. He was born in New York state on January 5, 1839. While still young his parents moved to Michigan. It was in a Kalamazoo store that he entered upon his business career. He moved to Detroit in 1857 and entered the employ of T. K. Adams. In 1863 he changed positions going to work for Rucker & Morgan. In 1865 with a small capital he had saved he purchased the business of his former employer. The business of the new merchant was comparatively small and was conducted at 101 Woodward avenue—a custom service. Besides a regular retail store, Mr. Fyfe had a custom department which became famous.

In 1873, while Mr. Fyfe was in France he conceived the idea of importing shoes from France, which at that time was superior to those made by the best firms of the United States. Things have changed since then. At any rate Mr. Fyfe is given the credit for the first importation of French footwear. As the business grew the store at 183-185 Woodward avenue was occupied in 1885, while the original store at 101 was continued as a branch. Here the business prospered under the management of Mr. Fyfe and those associated with him.


Despite the fact that Mr. Fyfe has passed his 80th birthday he has held the reigns of management with a tight grip and it is due to his energy and forethought that this magnificent building of ten stories is occupied for the one and sole purpose—the retailing of shoes. It is Mr. Fyfe's personal business acumen that has made it possible.

The decorating of the beautiful and spacious windows of this remarkable merchandising institution is directed by H. E. Whitlam, display manager, whose fame as a window artist extends from coast to coast. He is an officer of the Detroit Display Men's Association and one of the leading factors in the various activities of this organization.



Display Man Publicity and Sales Promoter

Clement Kieffer, Jr., addresses Business and Reconstruction convention of the Advertising Affiliation at Buffalo—Tells of the display man and his duties in relation to other departments—The main object of display man is "to sell merchandise" and his rating is based on his ability to do so.



THE Business and Reconstruction Convention of the Advertising Affiliation held at Buffalo, N. Y., March 28 and 29 presented a most elaborate program—one that rivaled that of any advertising convention in history. Of particular interest to all readers of this publication is the fact that Clement Kieffer, Jr., display manager for C. A. Weed & Company, Buffalo, and chairman of the Executive Committee of the I. A. D. M., was given a prominent position amongst the list of talent of national, if not international fame.

The popular display manager and executive created a most favorable impression with the delegates present and in a powerful and precise manner presented to them the real importance of the display man as a producer.

The editor feels that Mr. Kieffer's address may well be presented to the readers with great benefit to them, and though limited space prevented its being published in full at this time, takes pleasure in offering it in part. That portion pertinent to co-operation will be published in the May issue of this publication.

Mr. Kieffer said:

"I am a Window Display Man. I wish to make this quite clear, because, in my belief, the term Window Trimmer, which is frequently applied, does not explain the function of my guild. Our object is to display merchandise and to enhance the selling qualities of same through methods of grouping and with the aid of attention-catching devices.

"Creating a window display is to develop a potent, silent selling force, whereas Trimming a Window sounds to me something like a purely decorative attempt which aims to make a store front look pretty.

"A Window Trimmer is a sort of housemaid, but a Window Display Man is a publicity and sales promoter, working along the same lines as you gentlemen. Our tools of trade differ, but our objective aim is the same—TO SELL MERCHANDISE—our respective commercial rating is based upon our ability to do so.

"Having a common interest, I wish to discuss

the relation of Printed Publicity to Window Publicity, as it strikes me. I do not qualify as an expert, but will endeavor to explain my point of view in my own unlaquered terms, without any attempt to appear authoritative or preachy. I want you to see me not as a 'fount of wisdom,' but as a 'seeker of knowledge.' You gentlemen can teach me a great deal. I shall tell you about my work as it appears to me, and of your relationship to it, as I see it.

"Of course, my talk concerns Store Merchandising, principally, that being the business with which I am familiar. I firmly believe that for the obtaining of results the Advertising Department and the Window Display Factors should and must co-operate, fully and completely. Rowing the same boat, it is obvious that the oar strokes should be in unison to reach any objective point, else the course traveled will be in circles.

"Like other forms of advertising, the intelligent application of Window Publicity is comparatively new; so new, indeed, that thousands of merchants do not realize its effectiveness. Every city has its soiled, untidy store windows with their clutter of goods placed without discrimination and without any selling appeal whatever. It is not only the little stores that offend in this respect, but some rather pretentious ones as regards to size. I will say that the printed publicity of such concerns, if any is used, usually is in keeping with the impression created by the window, and it is this sort of business which increases our bankruptcy averages. To neglect publicity and tidy selling methods results in shopping stagnation and financial dry rot.

"Most successful establishments, however, devote considerable attention to their window displays, and usually secure, or try to secure expert craftsmen to produce results. Department stores, especially, go to considerable length to make their windows selling forces. Careful, tabulated records have established an almost exact system of figuring the results obtained through this form of publicity, both with and without the aid of other advertising devices. I know of a great many establishments of this character which expend from \$50,000 to \$200,-

000 yearly to produce good, window-selling results, and the high-calibre display experts who disburse these amounts are remunerated with salaries which are in keeping with these expenditures.

"The manufacturers of merchandise within recent years have likewise begun to realize the importance of window advertising as a selling force. A great many have prepared and regulated sets and appropriate lithographs for such purpose. This practice is followed by the manufacturers of grocery products, patent medicines, tobacco specialties, and toilet accessories mostly. Other manufacturers stimulate effective selling arrangements of their product by offering prizes to the window display men of the stores distributing same. A number of hardware, clothing, underwear and drapery houses have adopted this policy with, what I know to be, most satisfactory results.

"Some of the syndicate stores have adopted a uniformity of window display for all their branches, thus strengthening the recognition of same by the buying public. Their window settings are as individual as their store signs and the coloring of their store fronts. The United Cigar Stores, the Regal and Douglas Shoe Stores are notable examples of this type, also the various syndicated drug stores. The initial display is created by an expert and photographs of same are distributed to the various

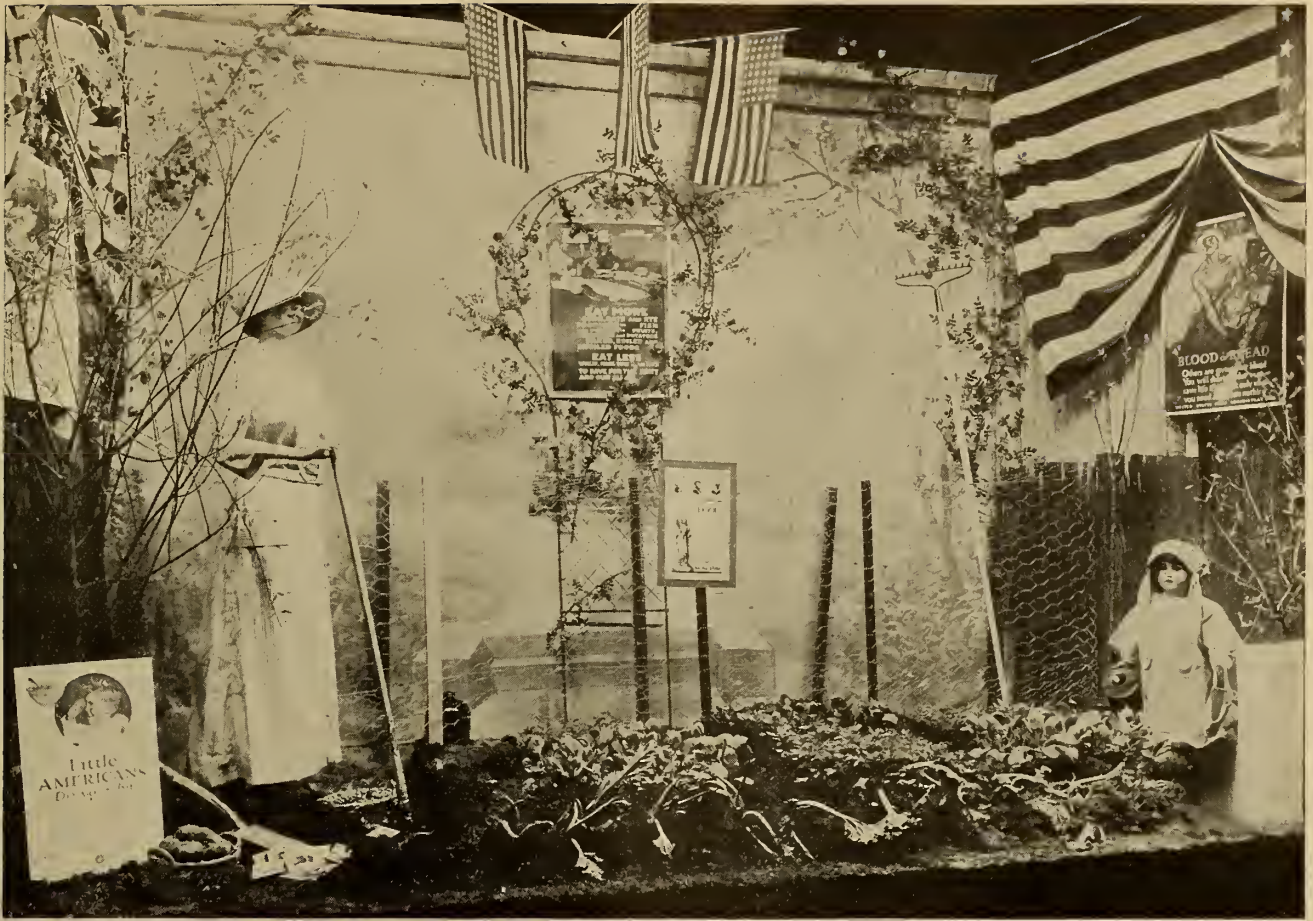
branches. Installation usually takes place on the same day. These displays, invariably, are in keeping with whatever magazine and newspaper advertising these concerns indulge in.

"By such practice every window display satisfies the curiosity aroused by the printed page at any particular period, in addition to fulfilling its mission of trade-building from among the ranks of the passers-by.

"Before I proceed I wish to remind you of a practice which, through lack of mutual understanding, results in considerable waste of material and effort. A moment ago I mentioned the manufacturing concerns distributing window display matter and accessories. The advertising department usually has charge of the distribution of such. I wish to suggest here that these departments communicate with the window men of the stores handling their product, explaining what they can supply to him in the shape of set material, and gathering from him how much of same he can use. In this manner sympathetic understanding would be actually used in the window. As it is now a great deal of costly matter is sent to the stores indiscriminately, and very often the display factors do not even know of its presence, with the result that such material finds its way to the refuse heap. In very few instances can all the material sent be used in



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, NEW YORK.



DISPLAY BY AL. HAGEN FOR STIX, BEAR & FULLER, ST. LOUIS, MISSOURI.

the windows of the stores, unless such store makes a feature of selling one kind of product, which is not at all usual. In any event, co-operation will be much closer, waste will be eliminated and results will be more certain where previous contact has been established by mutual communication.

"As I see it, the newspaper advertisement is the business card of the store. It explains where you are and what you have to sell. The Show Window, I think, could be called the face of the store body. Just as we form our first impression of people we meet by their faces, just so do we judge the stores we pass by their window display. Just as we are impressed and held by a clear-eyed, smiling and interesting countenance to which invariably belongs the well-groomed, healthy body, just so are we attracted by a well-ordered, carefully-arranged window display, which leads us to believe that the store-body is in keeping with the impression created by its face. In the same degree as a gloomy, untidy, unambitious countenance drives us away, the soiled, untidy, littered window causes us to move on.

"What is the usual shopping process of Mr. Average Man? He is in the majority and him we must consider in our operation. He gets your message in his newspaper. Good. Your message reminds him

of a certain need or arouses his curiosity regarding some special thing you are skillfully displaying before him. The next step takes him to the store issuing the message; there he looks for the object of his curiosity in the window. If it is there, he inspects it most carefully until reasonably satisfied that it is something that he requires. If not quite satisfied he will inspect the window of another store which has issued a similar message; there the inspection will be repeated. Then and only then will the stronger appeal bring him into the store and become a purchasing possibility. Should the window fail to carry conviction he will pass on; rarely does he enter the premises after the window message has failed to carry conviction. Every observing retail merchant will bear out this statement without hesitation.

"To be sure, every reliable establishment has customers who have absolute faith in the merchandise handled by the same, and such customers will come to a store to fill their wants regardless of special messages but the number of this class of purchasers is comparatively small. The majority of possible buyers must have its need stimulated and its buying inclination coaxed. And to do this we both must do our part.

State Street Resplendent

Windows of the State Street stores hold glowing displays that offer reliable guidance to the newest whims of fashion — Displays of extraordinary beauty with simplicity most striking in effect — Radical changes in women's apparel.



WITH the lifting of the massive curtains of the show windows of Marshall Field & Company's store on Monday, March 31, the Chicago spring openings were complete, and rarely has State street, famous the world over for its beautiful show windows, presented a more beautiful appearance. Artistic beyond description the great majority of the displays are constructed and arranged with simplicity as the outstanding feature. A rare example of exquisite beauty in artistic effects with simplicity to the fore is presented in the windows of Marshall Field & Company. Here Mr. Fraser has offered something out of the ordinary with a strong Oriental atmosphere. His "temple effect" in the big window at the corner of State and Wash-

ington street surpasses anything previously attempted along these lines for window purposes. The massive columns are ornamented with designs of the period, and the color scheme is blue, gold and grey. Beautiful silk velour window drapes are in green and blue. The same scheme is carried out in the other windows on the State street side, with massive portals and Bysantine shields in the background.

Mr. Tannehill, display manager for Carson Pirie Scott presented a beautiful series of displays with the backgrounds in two tones of grey with a light shaded grey on the floor. The large drape in the background was a light tone of grey save for about twenty-four inches at the bottom which was a deep-



SECTION OF ONE OF MARSHALL FIELD & COMPANY'S OPENING WINDOWS, DESIGNED AND ARRANGED BY A. V. FRASER

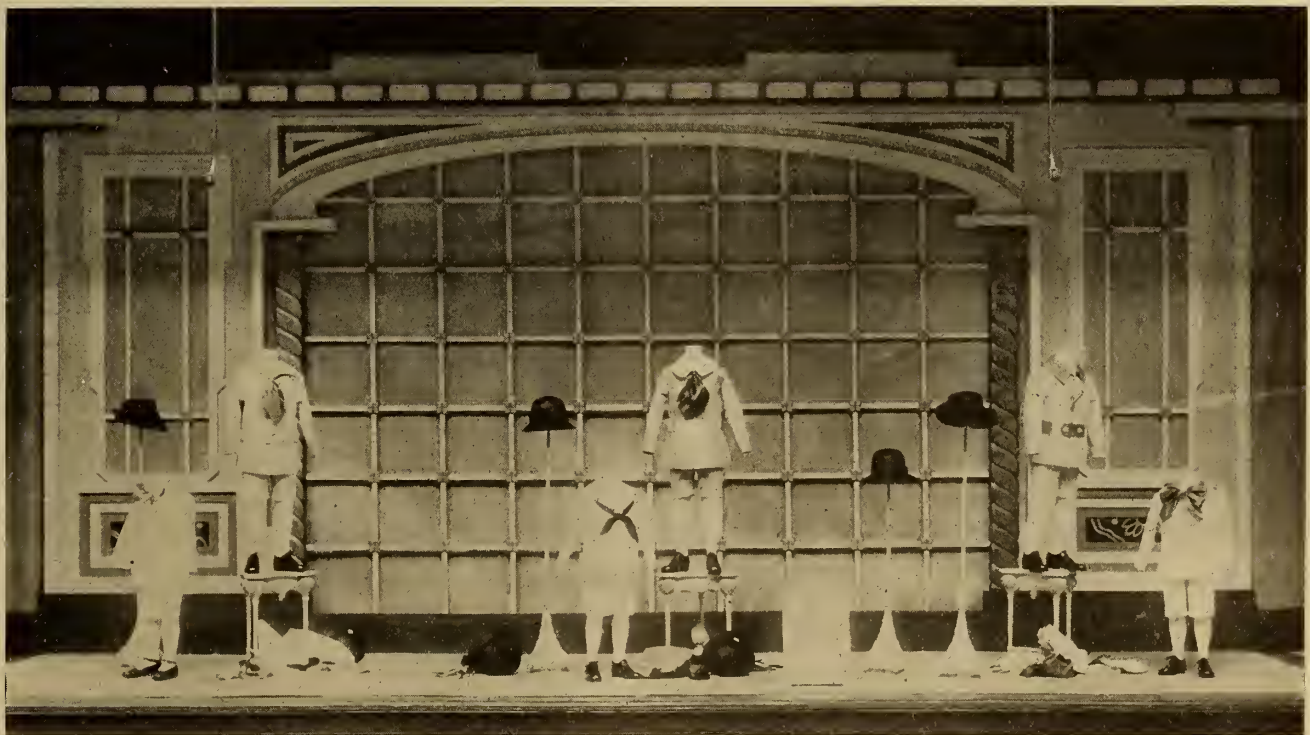


OPENING DISPLAY BY J. E. TANNEHILL FOR CARSON, PIRIE, SCOTT, CHICAGO

er shade and plush. The simple color scheme and the excellent selection and arrangement of merchandise made these windows of rare beauty and great throngs were constantly about them.

Allan Kagey at Mandel's, as usual, offered an exquisite series of displays with the general artistic effect greatly enhanced by an exceptionally clever background treatment in green and gold. The

floor was grey and white lilacs were used at the foreground of the big corner window. Neat grey and white cards, lettered in black, were placed in each window. At the Boston Store Mr. McCormack had beautiful backgrounds of composition board with artistic sprinkling of delicate sprays of small pink roses. The side panels were in blue and grey while the background of the various windows were



ONE OF C. M. HERR'S SPRING DISPLAYS AT THE FAIR, CHICAGO



SPRING OPENING DISPLAY BY A. H. KAGEY FOR MANDEL'S. CHICAGO

treated differently. They were artistically ornamented with wood carvings. These beautiful backgrounds at the time of going to press are practically hidden from view as the windows are given over to the showing of stocks recently purchased from concerns no longer operating.

At Charles A. Stevens & Bros., where D. W. Moyer directs the window and interior displays, a composition board background with French windows and modern art designs is particularly appealing. The background was cream color. Light green curtains were used and a tree with beautiful yellow blossoms added richness to the exquisite showing.

A State street window attracting great and continuous crowds is that of C. D. Peacock's jewelry store, where there is a most beautiful setting depicting "Christ in the Garden of Gethsemane on the Mount of Olives." The window is entirely in white satin save the green olive branch beside the central figure. The Hilton Company's windows are pleasing with gold and blue backgrounds set off with panels of ivory and gold. Mr. Herr's windows at the Fair are of unusual beauty and interest and present a most artistic handling of the latest in fashions. The display at M. L. Rothschild's continues to be the criterion of good men's wear win-

dows. The exhibits are perfect in every detail and Mr. Davis has injected a pleasing feature in the shape of scenic panels executed by himself.

Foreman's on Washington street, has a most artistic setting for men's clothing with large background of composition board finished in grey and of the modern style of design. Grey silk velour rugs are used on the floor. Neat and original flower stands filled with multicolored flowers add much to the richness of this showing. Beautiful composition board backgrounds with scenic center are arranged in Hillman's windows. The backgrounds are finished in various shades of lavender. Rich green rugs are used on the floor and flowers are much in evidence.

Particularly interesting is the radical changes women's apparel have undergone during the past twelve months. In fact it is difficult to find any close relation of the modes of today to those of a year ago. The styles as exhibited in the State street windows seem to point strongly to the fact that designers have agreed that skirts are best in fashion when on long, close-fitting lines. However, coats appear to be fashionable in every style imaginable from the full, square cut to the chic, close-fitting ones.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

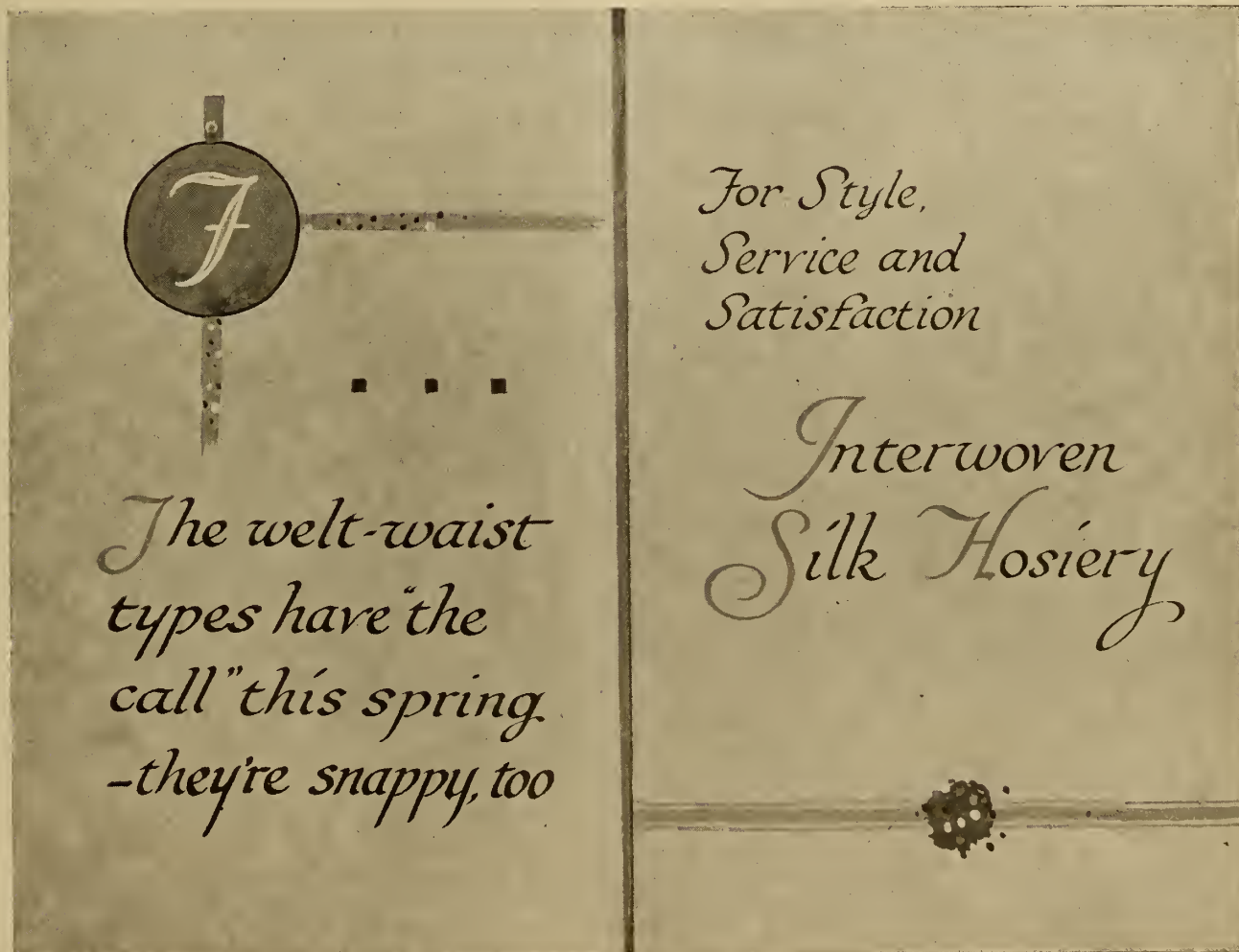
This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

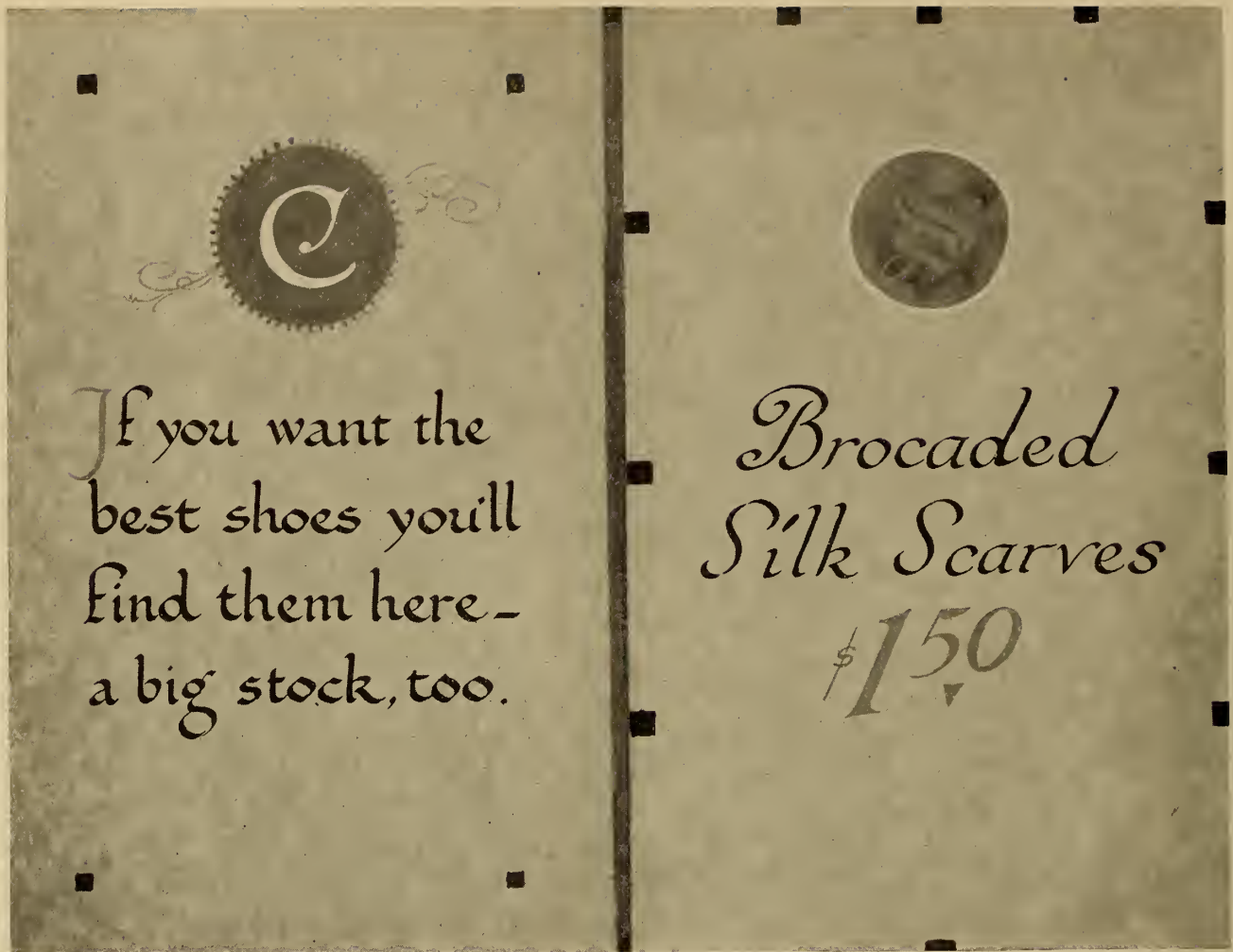
THERE are a great many showcard writers who like black cards lettered in white. To me such a card always looks "dead." However, two landscape cards shown here, while lettered on gray board, may be made to look lively and cheerful treated in this manner:

Take two black cards nine and one-half by thir-

teen inches, and at the left side of one, two inches from the edge of the card, draw down a vertical stroke, a strong eighth inch wide and of a light bluish-gray. On each side of it draw other lines one-sixteenth inch wide—same color.

When the gray is dry, put an irregular "blot" of bright light-green, such as emerald, and when





this is dry put a few scattered dots of bright pink, orange, cream, lemon yellow and white on the same.

The card can then be lettered in white, or white to which a touch of yellow has been added, which will give a creamish tint.

Of the two, I prefer the latter, for it is warm and cheerful, while white is always cold.

The same scheme can be carried out on any color card. In a dark brown card the bars could be a light brown or vice versa.

The cards shown are done on mottled green. They are seven by eleven inches upright. The others have a circle scheme in which the firm's initial may be inserted.

The scarf card has a series of orange dots one-quarter of an inch square and all around the card. The shoe card has the same treatment with four orange dots at each corner. The clothing card has circle scheme with bars and a few bright dots scattered over them. In using opaque colors on text pens, experiment with colors, keep stirred well, and get tem-

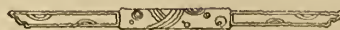
pered to right consistency, not forgetting to avoid the use of an ink retainer.

Owing to the binder in opaque colors they will adhere to the pen without the use of an ink retaining device—but this does not mean I am advising you not to use them with fluid inks. It will be necessary, however, to jerk the surplus color off into a color jar.

Again, where opaque colors are used, a special set of pens should be reserved for them. It is a great waste of time to try to clean a pen used in black so as it can be used for white or light tints.

In using gold ink for pens, I, too, shun the use of the retainer. The bronze must be kept well stirred and you must be careful not to have too much on the pen.

Beginners in pen lettering must remember that they can grit their teeth and fume and bear on a pen until they are weary but they cannot get a decent stroke unless pen points are squarely on the paper. It is well to bear this in mind.



Notes from New York

R. E. Jones returns to Gimbel's and W. F. Brink startles display managers by accepting executive post at San Francisco—Rumored that Louis XV styles for women will be featured next Fall—Homecoming welcome to the 27th Division—Introduction of one main line of merchandise gaining in popularity—Plans made for Victory Loan Campaign.



By F. F. Purdy

A MONTH or two ago we related a diverse expression of view from two display managers. One, from out of town, expressed his admiration of New York life—the other, a New Yorker, idealized the broader life of the West and its superiority to New York life from many points of view. These expressions were simply in passing, and were noted in these columns recently as interesting opinions on two sides of an attractive subject. It was all the more surprising to note late developments with both these men, and to meet, on a late Saturday afternoon, up in display manager A. D. Hopkins' headquarters at Gimbel's, R. E. Jones, former display manager for the fine new store of G. Fox & Co., Hartford, Conn. Mr. Jones was formerly assistant to Mr. Hopkins at Gimbel's. He

is back again at this post, not many weeks after his expression of his appreciation of New York. At the same time there must have been considerable pulling power to get him away from Fox's, for that is a fine job in a new store, with ample opportunities. But he resigned around the first of March, and immediately took hold at Gimbel's, being succeeded by his predecessor, Mr. Zoffer, who had recently procured his discharge from service in the army.

Before he left, the buyers and other associates of Mr. Jones, gathered in the superintendent's office at Fox's, where J. Morrissey, chairman of a committee, presented him with a fine umbrella and traveling bag, and there were a number of private tokens of regard which will give him pleasant memories of Hartford. It is well known that Mr. Hop-



PLATE NO. 1025 DISPLAY ARRANGED IN THE NEW YORK BRANCH WINDOW OF GOODRICH RUBBER COMPANY, NEW YORK CITY

This display was placed during the New York Automobile Show and attracted unusual attention. Among the effects employed to produce this realistic garden scene were running water in the fountain, white gravel on the floor, life-size photographic reproductions of

figures, ferns and "nigger-head" stones in the fountain. The "Spirit of Spring" supporting two electric torches was represented by a beautifully executed papier mache figure. This was but one of a series of windows placed while the show was in progress.

kins' duties have been expanding in all directions at Gimbel's and that he is unusually useful and efficient in connection with his relations to the management. There are only 24 hours in a day and Mr. Hopkins' need of a first class associate in the windows to take some things off his shoulders, in view of the constantly widening range of his executive duties, is apparent. Hence, R. E. Jones is back and his many friends are glad to see him here again.

W. F. Brink Leaves for Golden Gate

The other move was an equal surprise—for W. F. Brink will leave Saks & Co., March 8, preparatory to moving with his family a week or two later to San Francisco as display manager and executive for the high-class specialty house of H. Liebes & Co., one of the leaders in the line on the Coast. Mr. Brink is one of the princes of his profession, and his work here is universally praised. Saks & Co.'s windows have more people pass them, perhaps, than any set of windows in America. The windows must be correct in every detail, and Mr. Brink has for four or five years worked out every feature in broad and fine conception of the whole and minutest detail as well. His predecessor, Mr. Richter, also did excellent work here, and likewise has been claimed by the west, being now with Younker Brothers, Des Moines. Mr. Brink was born in Boston, but was brought up in the west. He likes the west, especially the coast, and is a pretty big fellow, in body and brain, to squeeze himself into subway crowds and artificial New York situations

permanently. He has the breath of the prairies in the nostrils and gets back to his own. Since 18 years of age he has been working in the windows. He held posts in Cedar Rapids and Davenport, Ia., in the early days, and later in St. Louis and Chicago.

After Mr. Brink's resignation, his former assistant, A. G. Elder, who has worked with Mr. Brink for years, was appointed to succeed him and will treat the Saks' windows along the ideas of his former chief. He will have with him John Margulies, formerly display manager for the Forty-seventh street and Broadway store of Brill Brothers, who will take care of the men's wear windows. Mr. Brink says his only regret in parting with New York is leaving his associates in the ranks of display managers, whom he characterizes as "a fine bunch of fellows," whose best wishes will follow him as he goes to the Golden Gate.

John Beyer, display manager at McCreery's, recently had a striking display of women's silk parasols, shown against white satin. There were platforms covered with it, on which were screens similarly covered, against which the rows of parasols were laid in serried ranks, giving a fine contrast.

There are rumors coming through of a featuring of Louis XV styles for women's apparel for next fall. The Louis XV epoch will be recalled as a period of decadent luxury, typified in designs of dress, furnishings and everything touched by art. Hence, we may see considerable of the wider



DISPLAY OF VOILES BY W. R. LANTAFF FOR J. N. ADAM & COMPANY, BUFFALO, N. Y.

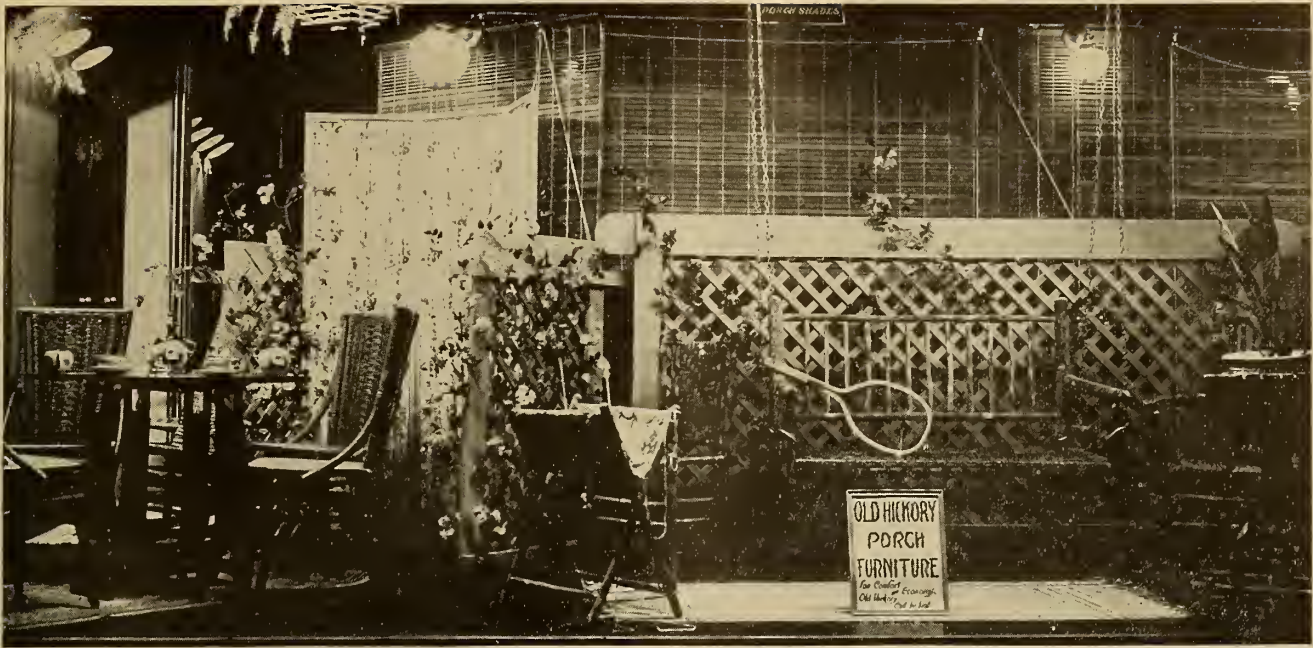


PLATE No. 1026 DISPLAY BY L. R. WHITEMORE FOR J. A. MAHONEY, DEMING, N. M.

This attractive showing of porch furniture was placed during the month just past, by L. R. Whitmore. A large Vudor ventilating porch shade served as the background. The lattice work in front of the shade was finished in apple green and rambler roses were clinging

to it. Moss grass was used on the floor near the fence. A Japanese tea-set was nicely arranged at the extreme right. A three paneled screen behind the Japanese set was covered with Japanese designed silk.

skirts, gowns tight in the waist, puffed and shorter sleeves, etc., This will be a very different proposition from present styles, and it will be interesting to note how American women take to it.

The department stores celebrated the home-coming of the Twenty-seventh Division in a highly creditable way, especially at the time of the parade of that division on March 25, when New York turned out en masse to honor them. Gimbel's, though a block from Fifth avenue, the line of march, had a window with a notable exhibit, stated to be true to life, of a European battlefield, with moving troops, cannon, tanks, horses, etc., worked electrically. It was designed and built under instructions of Display Manager Hopkins, with every detail being carefully worked out. It was a display which needed to be seen to be appreciated. A previous set of windows, showing the "Gimbel international silk sale," had a worthy feature, which accentuated the interest of the silks. In one window a silk draped feminine figure was seated on a stone garden seat, with high draped canopy above. In another window a fine feminine figure stood at one side, on a platform, with a similar high silk canopy above, in truly regal style. A particular description of silk was shown in each window, with attractive settings, though the centralized figure lent a dignity to each display that was well worth while.

McCreery's had an ambitious and effective display. The Thirty-fourth street front has six large windows, three on each side of the entrance. In

the center window of each side was a beautiful shield emblematic of the Twenty-seventh Division, built to the order of Display Manager John H. Beyer, and including a portrait of Major General John F. O'Ryan, accompanied by a fine silk flag of our country. In each end window was a very large American eagle, arranged to appear as if flying, with a wreath in its claws, made of natural laurel, and inside of this was a round placard reading, "Welcome Home, 27th Division." Accompanying this showing were large American flags and large portraits of the different members of General O'Ryan's staff. The familiar emblem of the division, by the way, it may be noted for those outside of New York, consists of a unique monogram of the letters "N. Y." and a constellation of the stars of Orion, a delicate tribute to the general of the Twenty-seventh Division. Mr. Beyer is one of our youngest display managers, but a hard worker and grasps the possibilities of situations in his line quickly. He will often introduce a bit of an outside and realistic touch to a display of merchandise that is an attractive addition.

Mr. Weisgerber, at Lord & Taylor's, gave the tribute of the house to the Twenty-seventh Division by a fine showing of American flags, large portraits of O'Ryan, Pershing and President Wilson, as well as the flags of the different regiments. There were several notable features at L. & T.'s last month which must be mentioned. First, there was a large window arranged to visualize the facts back of this



PLATE No. 1027 DISPLAY BY P. S. WILLIAMS FOR SCRUGGS-VANDERVOORT-BARNEY, ST. LOUIS, MISSOURI

This "fur display" was placed by Mr. Williams during early April of last year—the showcard reading, "Furs for now." The floor was covered with white felt, while a screen and two taboretts were covered with black and white wall paper. In front of the screen was

placed a large vase of American Beauty roses, and red plush was pleated off the screen and puffed on the floor. The white silk shaded lamp and other accessories added to the effect of the window which attracted much attention and brought good results in sales.

sign within it: "Duplicate shipment of household goods delivered March 12 by Curtiss aeroplane to one of Lord & Taylor's customers at Mount Vernon, the first delivery of household goods ever made by aeroplane." Around the window were the duplicate articles of the shipment, a small Colonial bungalow bed (head and foot board), rag rug, roll of blankets, fireless cooker, coffee percolator, pillows, coil of rope, etc.—a good sized collection for two wheel barrow loads. The big engine of the aeroplane, polished finely, was in center of the window, with a large American flag as background. A map was down in front showing the distance traversed, from Roosevelt Field, out on Long Island, to Mount Vernon. A second feature of the month was the garden scene that was arranged up on the seventh floor by the big house furnishing department, and opposite the elevators. In center was a fountain, with running water, grass plots and cement paths, ruscus hedges and bay trees in boxes. Garden furniture was disposed upon the grass, and a couple of lawn mowers, as a friendly reminder. A built-in pergola, painted (like the hedge and tree boxes) pea green, with dark green trimmings, was covered with running rambler roses. Seeds, bushes, garden tools and a wide variety of merchandise was sold in connection.

Best & Co. did a very practical thing as well as making an excellent display. They planned an elaborate home-coming dinner for their own boys, followed by a dance; a regular five-dollar dinner with all the trimmings. Mr. Trehwella devoted much attention to an effort to making full preparations for a fine showing of flags running across Fifth avenue, with the insignia of the Twenty-seventh Division in center, all giving the effect of an arch

stretched across the street. The closing of the stores for the day was pioneered by Hearn, and Macy, who earliest announced their intention to close.

Examples are constantly appearing of successful work in introducing into window displays of one main, strong line of merchandise, auxiliaries in the way of a toilet table for instance, or other home furnishing pieces. An addition of the kind enriches the setting and does not detract from the appeal of the single line of merchandise emphasized in the window.

Trehwella's Sample Window

Mr. Trehwella, at Best's, had in a window recently that attracted much attention—nothing but samples from the "Lilliputian Bazaar," and everything for the baby, including clothes, hats, shoes, bassinets, fleecy blankets, scales for weighing the infant, and a delicate and comfortable little lounge to hold him while he is being weighed; also a large variety of other luxuries for the little brother of the rich—a most suggestive showing for young mothers and all interested.

Right in line with the infant came the window of Mr. Rossiter, at Macy's, showing high grade baby carriages, each one of which was being propelled by a woman—a new idea to us in showing these goods; in unison with the dominant and growing idea of modern merchandise display, of showing the goods in use, where possible. Every feminine figure was gowned as a maid. Every young mother who admired the show did not have a maid to care exclusively for her child, which possibly should have had a bearing on the garb of some of the figures. But come to think of it, when a woman pays well on toward \$100 for a baby carriage, she is likely to have a maid.

Wonder if Mr. Weisgerber sprung at once at Lord

& Taylor's one of his star hits at Pittsburgh? His window of mourning hats was highly commented on by local display men. Scheme, orange and black, effective enough to delight any Princeton man. Background, straight falling curtains of orange and black. Fixtures, gunmetal, two with tall candles of orange, accentuating with orange in curtains the black millinery and surroundings. The absence of effort at display, the simplicity and richness of the contrast, made this an idea worthy of window artists putting it right down in their note books.

The Victory Loan campaign of the latter part of the month is casting its shadows before, and a meeting at this writing has already been held by the National War Service Committee on Window Displays to go over and adopt suggestions for standard windows and featuring the best of them. The various members of the committee are in receipt of the "Report of the Division of Government War Advertising," each copy autographed by William H. Johns, chairman of the committee on public information, division of advertising, which will be a valued souvenir, containing a wealth of information and reminder of the work done by the committee. A copy is personally inscribed to each member of the committee in a space left for the purpose, and the display managers who have given their efforts to the success of the past Liberty Loans on the committee will treasure in coming years this evidence of governmental appreciation.

Mr. Rossiter, at Macy's, put forth a unique silk window last month occupying half the Broadway

front, showing a Bagdad silk bazaar right in the heart of New York. Across the back were hung long lengths of silk embroideries, damasks, crepe de chines, etc., while in front, across the middle, were similarly hung various shorter lengths. In the center of each window was a treasure chest of silks, with the fine materials pulled out in bewildering abundance and confusion, and near by was an oriental lamp. These windows were "something different" and attracted much attention.

In our last issue we mentioned briefly the growing number of specialty house barber shops on Fifth avenue, and the fact that Best & Co. had one, up on the fifth floor. We have since paid it a visit, on Mr. Trewhella's suggestion. It is really one of the sights of New York. Imagine going through "Lilliputia," where there is nothing but toys, each class of toys and games in a section by itself, in a series of little shops, the entrance to the whole being lined with some of those "funny mirrors" that make the children look like giants and pigmies. As one goes through to the end of the series of dainty children's shops in "Lilliputia," he finds the barber shop, where nobody but a child can get his hair cut; where ten barbers are constantly busy, with fond mothers standing by watching to see that only just enough of the darlings' curls is cut. There is a "hostess" keeping everybody happy and playing the Victrola, while generally there is a waiting line of a dozen or more children (and mothers) listening to the music or reading the books or examining the toys upon the table.



INTERIOR DECORATION BY J. R. PATTON FOR L. S. AYRES COMPANY, INDIANAPOLIS, IND.

Spring and Summer Fashions

Show windows present beautiful array of bright colored silks and dress fabrics—New materials popular—Printed silks in favor—Four beautiful drapes by Herman Frankenthal for B. Altman & Company.

THIS is the particular season of the year when women flock to the shopping districts, not with minds set on buying anything in particular but to view the materials on display in the store windows, with the assurance that this method will result in presenting that which pleases and something that is the vogue of fashion.

The show windows of the country's stores are presenting at this time many new silks and velours with bright colors predominating—as they should at this particular season. Satins are selling rapidly and printed silks are gaining in popular favor, while there is, and has been for some time, a great demand for georgette and printed chiffons. Georgette and crepe de chine are selling better than ever be-





fore and the popular tones of color are in liberty and army blues.

Silk nets are still in great demand and will continue to be popular, while foulards continue to maintain interest. In the latter, more color is evident than in the past. Satin foulards are creating much demand at present and are popular with display men for use in the window. These fabrics drape well and present a most beautiful display.

Another series of four drapes, recently made by Herman Frankenthal and placed in the window of B. Altman, New York City, is illustrated in connection with this brief review. The first illustration shows a suit made of tan color velour, priced at \$12.75 per yard. The skirt is very plain and the vest made of a popular sports ribbon, with bone buttons of tan. The coat is made of the remnants and requires two and one-half yards of material. The ends of the coat, with Marie Antoinette collar, meet at the front and the sleeves are made of plain goods, all in one piece.

Illustration Number 2 is a border braided suit of velour and extremely plain in design and execution, due to the heavy material of which it is made. The vest is made of old rose sports ribbon, the remnant of a $2\frac{1}{2}$ yard piece being used in the making. This suit is executed in similar fashion to Number 1.

A particularly beautiful dress is shown in the third illustration, it being made of navy blue and ecru flowered chiffon. This material is extremely popular at present and the sales are extremely heavy. The skirt is made of navy blue satin, on one side of which is a puffed effect. The chiffon is then draped over the satin. The waist of this dress presents the new square effect. A narrow, tan-colored ribbon falls twice around the waist and is fashioned into a large rosette.

Illustration Number 4 presents a popular effect of rose and white chiffon. As may be readily noticed, the particular feature of this drape is the crossing of the materials making the skirt. The waist is draped in loose fashion.

Important Store Events

No special store event offers greater opportunity for big sales and valuable publicity to a variety of departments than does "Home Sewing Week"—Merchandise rarely exhibited finds way into the windows with results.



By Leslie D. Slack

THE subject of this, the second of a series of articles on the various store events, is one that, to my observation, has been unduly neglected by display men and merchants alike. Few will deny the advantages of a "baby week"—yet there are many such occasions that could be featured at various times of the year, and to the advantage of the merchant.

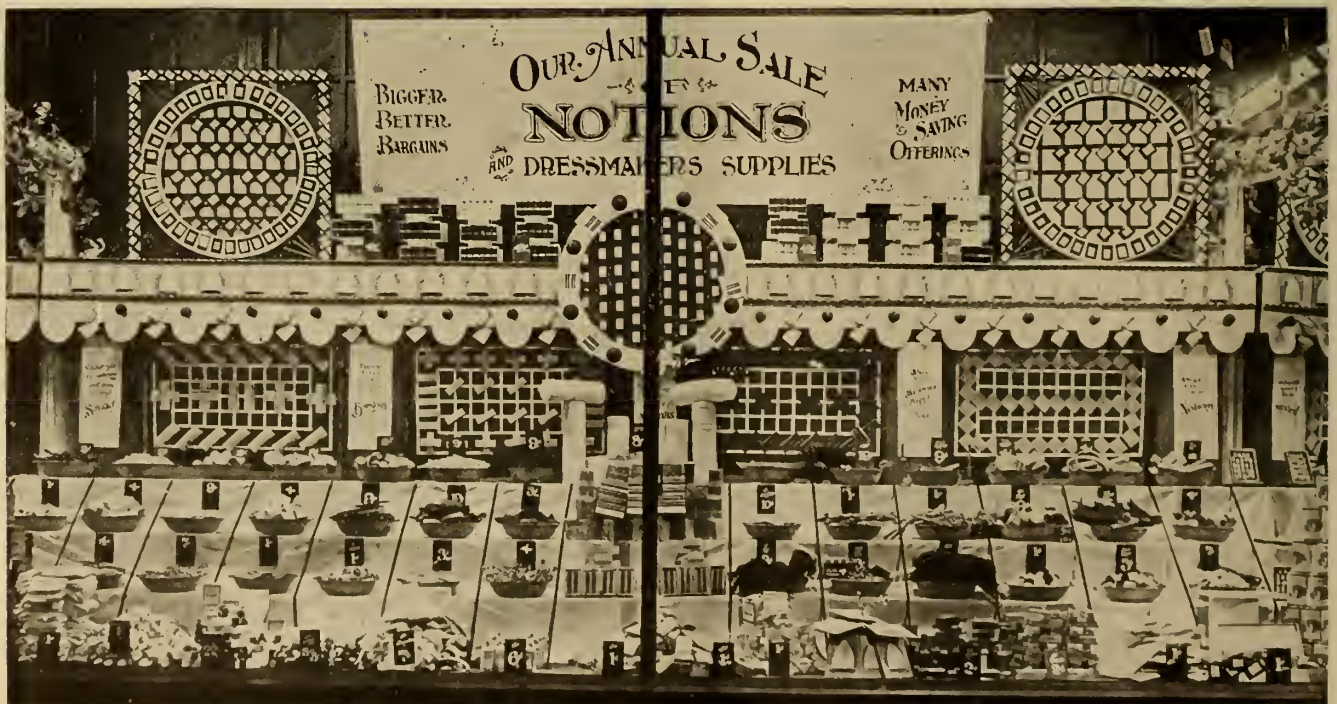
"Home Sewing Week" is the event that I will discuss in this article. It is a store event that, if carried out in a snappy manner, will without doubt prove profitable to any merchant who carries dress goods in his list of stock.

It is my opinion—and the opinion of every display man and merchant, I am sure—that stores appropriating and expending money for advertising

something that is unusual should bring into play the combined efforts of all the departments that come under the title of the event, and these departments and the merchandise handled in them should be brought to the fore in special display.

Wash goods and silks are the chosen fabrics for spring sewing and should be featured during this drive. Patterns, buttons and notions all come in for special display and are departments that are usually neglected, but during "Home Sewing Week" campaign should take a prominent part in the big show.

I have seen "Home Sewing Week" advertised by large stores in the local newspapers, but to view their windows and take a trip through the store itself one would not be the least impressed that



NOTION DISPLAY BY O. WALLACE DAVIS FOR M. NATHAN & BRO., JOHNSTOWN, PENNSYLVANIA



DISPLAY BY CHAS F. WENDEL FOR J. L. HUDSON, DETROIT, MICHIGAN

they were conducting a special event of this character.

A prime suggestion would be to select five good dress patterns at the pattern counter of the store. Select only the smart styles as your own judgment directs. Next, have five of the leading modistes of your city make them up in chosen materials from the dress goods section. Two models of wash goods and three of silks, one plain silk and two fancy. I might also suggest two children's models.

For the window display, I would use a wax figure, seated at a sewing machine, in the act of finishing a dress. Another setting that suggests itself would be to use a dressmaker's form (that is sold in your store) and have the wax figure fitting a partly made garment onto it.

The model dresses the leading modistes have made should be put on headless forms and arranged in your window along with the same material from which they are made—some draped on the forms and others on drape stands. With the models should be shown the exact pattern from which they are taken,

also a show card giving the number of the pattern, the number of yards required for the completed dress, the name of fabric and price per yard. The name of modiste that made the dress should be mentioned, also the price of dress.

Presuming the store has plenty of window space to devote to this event, I would place a special window of notions used by housewives and dressmakers in sewing, and also a special window display of buttons and trimmings.

Use some of your models on headless forms in the wash goods and silk departments. Bring out the notion and trimming departments in specially arranged displays. Use good store posters in keeping with your event and I am positive that many new customers will be made, all your old ones retained, and valuable publicity secured for your store and these various departments.

The models can always be sold after the event is over. Everything should be in readiness when a store event is launched, so that nothing is overlooked.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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Official Organ of The International Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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April, 1919

A Spirit Worth Cultivating

MERCHANTS throughout the country are expressing agreeable surprise at the volume of business handled during the first three months of the year, which has exceeded by far their previous expectations. These same men are extremely optimistic regarding what the future has in store. This optimism is founded on substantial facts concerning existing conditions, and a most careful estimation of the future needs and the nation's ability to supply them.

The business man must do things in his own community aside from merely conducting a business enterprise. He must develop the community spirit and be ever active in bettering the community of which he is a part. Someone has recently referred to this action as "putting a soul in business."

Every town and city should have a Merchants' Association and have it a part of that city's Chamber of Commerce. The results of such an organization would prove of great value to the merchants in trade promoting. Such associations are rapidly being formed, and aside from the great benefit in promoting trade interests and bringing about thorough harmony, such bodies, when properly conducted, are extremely valuable adjuncts.

Our Monthly Prize Contest

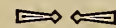
MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Thos. F. Condon, Pensacola, Fla.

Harry W. Hoile, Johnstown, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Fashion Pageant Competition

FOR the fifth seasonal presentation of the Fashion Pageant of St. Louis, Mo., to be held during the coming month of August, the Style Show Committee has invited the amateur and professional playwrights of St. Louis, or those who live within a radius of fifty miles, to enter into competition for the best scenario, offering a prize of \$250.

This action is at the suggestion of the Dramatic Committee of the St. Louis Art League. They have in mind the establishing of a closer relationship between the city's art and industries, even as the practical blending of municipal and commercial influences and interests has already been demonstrated through the co-operation of the city government with those who have been charged with the development of the garment industry of St. Louis. This has been worked out through the medium of a fashion show or pageant which has spread the fame of the city as a garment center through the South and Southwest. It has also stood as an artistic model for similar presentations of art throughout the United States.

The first use of the Fashion Pageant idea, in its present form, including practically every garment, millinery, shoe and dress accessory manufacturer and wholesaler as exhibitors, and backed by the entire St. Louis market, was in the Spring of 1917. It had as its motive the presentation to the retail trade, in an attractive and practical way, the seasonal styles and fashions.

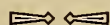
Official Victory Loan Flag

BELOW is an illustration of the flag designed by Arthur V. Fraser, Marshall Field & Company, and adopted by the War Loan Organization of the Seventh Federal Reserve District as its official flag of the Victory Liberty Loan campaign, which will be launched April 21. The body of the flag is Victory red, a soft, rich American Beauty red, with a large V designating "victory" as well as "fifth." The eagle is outlined in black, and just



VICTORY FLAG DESIGNED BY A. V. FRASER.

above the eagle is a field of blue, with thirteen stars, emblematic of the thirteen original colonies. The flag is 4x6 feet and is bordered with gold fringe. In all probability, Mr. Fraser's flag will be adopted by the national organization in charge of the Victory Liberty Loan campaign.



Build Now—Buy Now

IN this issue we are inaugurating a "Build Now—Buy Now" campaign which will be continued throughout the year. This movement has been started after a thorough investigation of the present cost of materials and equipment and following a careful analysis of prospects for the next two or three years.

It is our firm conviction that any merchant who is contemplating building or improvements will do

well to get the work started as soon as may be practicable. We believe it is good business to build now. We also believe it to be good peace-time patriotism to build now.

It is true that building materials may decline somewhat in price during the next few months, but it must be evident to all that there will be no substantial reductions from the present scale of prices so long as the cost of labor remains as it is. It is neither desirable nor at all likely that there will be any lessening in the cost of labor.

Considering the present prosperous condition of the country, it seems reasonable to assume that, before building costs are materially lowered, any needed improvement that may be made now will earn far more than enough to make up any difference in price that might be gained by delay.

The same applies to the buying of store equipment of all kinds—our advice is to *buy now*.

With the view of assisting our readers, we have collected a great amount of practical and authentic information concerning building materials and store equipment and we will be glad to supply our readers with any impartial information or suggestions that may be needed on these subjects.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive promptly all available information covering the questions asked.

Service Department,
Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:


Store Fronts.....	Shelving
Outside Show Cases.....	Counters
Show Cases.....	Wood Display Fixtures.....
Clothing Cabinets.....	Metal Display Fixtures.....
Bargain Tables.....	Wax Figures.....
Store Seating.....	Papier Mache Forms.....
Lace Racks.....	Electric Signs.....
Rug Racks.....	Window Lighting.....
Curtain Racks.....	Store Lighting
Window Backgrounds.....	Show Case Lighting.....
Cash Carriers.....	Mechanical Displays
Package Carriers.....	Decorations
Cash Registers.....	Valances
Delivery Wagons.....	Soda Fountains.....
Delivery Trucks.....	Metal Ceilings
Metal Furniture.....	Store Ladders.....
Write in names of subjects not listed.....	

.....
We expect to build (.....) Remodel (.....)
Date

Name


Address

.....
Dimensions of Store.....
.....
Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.



Merchants Co-operate for Style Week

Most successful event conducted by Milwaukee retail merchants — Windows gorgeously attired — Contests and style revues among the many features — Silver loving cups awarded to the Breithaupt Company, and Stover's Shoe Shop.



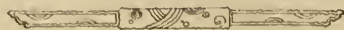
A GLOWING example of the benefits to be derived from cooperation of merchants for the common good of all may be gathered from the extremely successful Style Week recently conducted by the retail merchants of Milwaukee, Wisconsin. Rarely has an event of this character been conducted more successfully and with better results than the Milwaukee function which opened on March 24 and was brought to a close with an elaborate style revue and banquet on the night of March 29. Practically every merchant of the city put his shoulder to the wheel in an effort to make the undertaking a grand success and this spirit and cooperation was amply rewarded by the thousands of shoppers brought into the city and stores.

Of especial interest to the display men reading this report is the window display and advertising contests conducted in conjunction with the Milwaukee Style Week campaign. Two beautifully engraved silver loving cups were donated by the newspapers of Milwaukee, one awarded to the store presenting the best window display, the other to the merchant who presented the best newspaper advertisement. The cup for window display was won by The Breithaupt Company, Grand Avenue, whose windows were of unusual excellence with a wealth of flowers and foliage. The window represented a garden scene realistic to a remarkable degree with daffodils and spring flowers growing about tiny pebbled pools in which were a number of gold fish. The well-posed wax figure models stood about or were seated on wicker garden chairs, and real canaries in wicker cages completed the details of an unusually beautiful and realistic setting. This prize winning display was designed and executed by W. T. Kellaway, in charge of the decorating department of the Breithaupt store. This compelling and artistic series of windows was not far in advance of many oth-

ers on the same avenue, it being only after much study and discussion that the judges arrived at the decision, and it was deemed fitting by them to make special mention of several stores where displays were of unusual merit. Four stores were awarded Special Honorary Mention, as follows: Bunde & Upmeyer Co., 101 Grand avenue; Tillman's, 216 Grand avenue; Reel Quality Shop, Second and Grand avenue, and B. E. Heller, 316 Grand avenue. Honorable Mention was given to the following: Caspari & Virmond, The Grand, The Princess Confectionery Co., The Famous, Reisler's Style Shop, The Josephine Millinery, Mrs. Marie Kargus Millinery, C. Niss & Sons, and Czerchorski Shoe Company. The silver cup for the best advertisement was awarded to Stover's Walkover Shoe Shop.

The display men of the Milwaukee stores are to be heartily congratulated on the artistic displays exhibited to the public during the Style Week. Rarely has a street—not barring the famous State street, the display center of the world, presented a more beautiful collection of show windows than did Grand avenue during the week of March 24 to 29.

An enthusiastic body of merchants with commitments equally enthusiastic worked as a machine in this event and results were similar to those that may be expected when cooperation is the keynote. The Merchants' Committee consisted of B. E. Heller, chairman, Archie Tegtmeyer, A. P. Rosenberg, F. M. Head, E. H. Stover, L. E. Rosenheim, A. J. Smith and Carl Herzfeld. Other prominent men who worked untiringly for the event and whose efforts were crowned with great success were James Fetterly, secretary of the Milwaukee Association of Commerce, and H. L. Ashworth, who as publicity manager and manager of Style Week, secured for the Milwaukee event more valuable newspaper and poster publicity than perhaps any similar event in the history of Style Week campaigns.



Window Setting Design No. 7

THE design reproduced in full color on the front cover of this issue is Colonial in feeling and is made with the intention of offering an exceptionally good suggestion for the decorations in connection with the showing of summer furniture. While it is particularly adaptable for a window containing furniture, it may be used for a variety of displays.

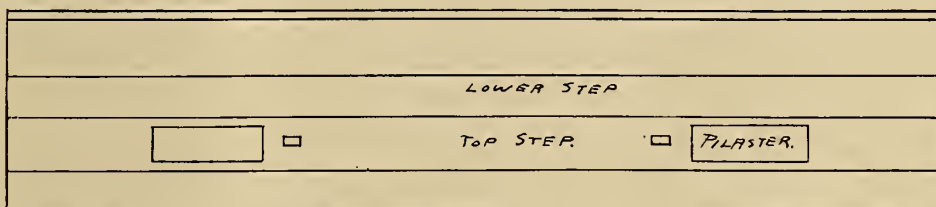
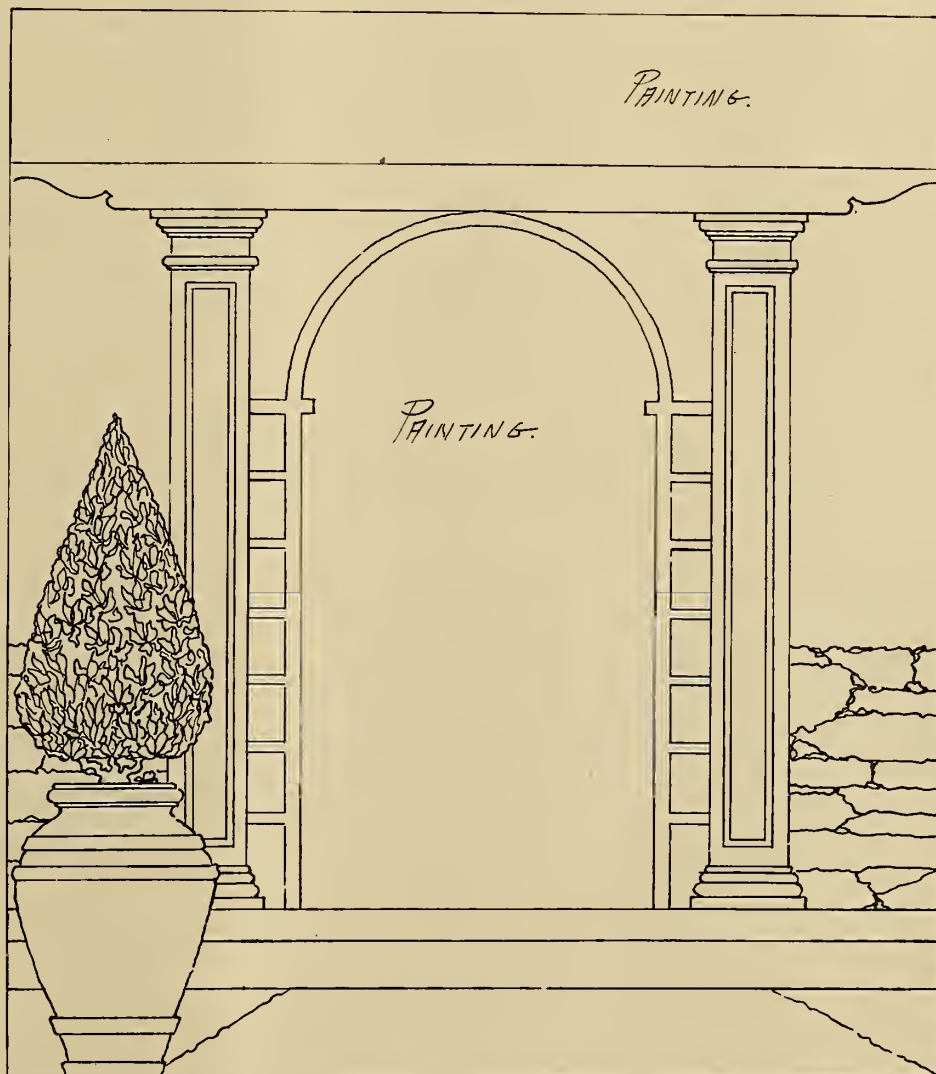
Colonial furnishings reflected the contemporary furnishings of the mother country modified in the earlier period by the simple tastes of the early colonists. English-made furniture was scarce and confined to the turned wood type or the wainscoted type, often referred to as Jacobean. The Colonial tendencies toward the better class of furnishings and furniture began to manifest themselves about 1708, for the Colonists had then passed beyond the mere struggle for existence and were rapidly becoming prosperous. In the year 1749 Isaac Ware wrote: "The decoration of an American room is of three kinds: First, where it is coated with a plastic material wrought into ornamental details; second, where covered with wainscote, and third, where hung with silks, tapestries or paper."

The fabric furnishing of the Colonial times was confined to simple figures, while stripes, blocks, squares diagonals, and variations in velvet, serge and plain weaves were in general vogue, the variety being obtained by the texture of the yarn used and by hand embroideries.

At the outbreak of the Revolution the Georgian style had fully developed, and the Colonial had adopted much of the character of the former with its beauty and richness. Perhaps the most interesting period during the development of Colonial decoration was in the latter part of the seventeenth cen-

tury, when the carved and wainscoted chests, beautiful Spanish pieces, Flemish cane chairs, heavy old oak cupboards, Indian ware and Dutch, Italian and Spanish curios were so generally used.

Between the pillars that support the ceiling at

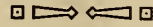


FLOOR PLAN.

the extreme outside of the floor plan for this exhibit arrange a neat pergola arch as shown in the sketch. At the rear of the arch a painting may be placed. The arch may be nicely decorated with artificial foliage, and in front of it a large tub or vase with trimmed hedge may be used. The wall effect can be produced with the use of composition board and painted the cobble stone effect as shown on cover.

Specialty Shoe Store Displays

Second of a series of articles devoted to the advantages of special displays in the shoe store—Bringing the children's shoe department to the front—How one store devoted entire window space.



By V. L. Carson

PERHAPS some of you have given the children's department special displays, such as spring and fall displays, but I will have to admit that this is the first time that I have been able to devote all of my windows to the children's department for an opening display of footwear.

To be sure, twice a year the men's department and the women's department have a grand opening, but the children's department is left out of them unless one is able to squeeze in a few pairs of children's shoes here and there.

It was only the other day that the manager of our children's department came to me and asked for a window. He said he wanted to show his spring goods. I put the proposition up to him relative to having an opening and using all the windows. Of course, it sounded good, but could we get it? That was the next question. We went to the boss and, after quite a little argument, convinced him that our proposition was right. Then came the work of getting ready for this display.

The shoes were arranged—large and small



DISPLAY OF CHILDREN'S FOOTWEAR BY V. L. CARSON FOR THE GUARANTEE SHOE COMPANY, SAN ANTONIO, TEXAS.



DISPLAY BY H. H. TARRASCH FOR F. & R. LAZARUS & COMPANY, COLUMBUS, OHIO.

ones, from the little infant to those for the growing girl—and taken down to the window room and made ready for this display. The toes were all formed out, the ankle straps were straightened and little ribbons in the soft slippers were tied; in fact, they looked just as neat and clean as they could be made, and on Saturday evening I pulled all the men's and women's shoes out of the windows, and had them all washed and cleaned thoroughly, and commenced my display of children's shoes for the Children's Opening.

I went out and borrowed some "Theda Bara" and "Kiss-Me" dolls, and placed about four in each window. You know a doll attracts a child—it does not make any difference whether the child is two years old or twelve years old. I used velours and about twenty pairs of slippers in each window. I also used both Sunday papers for the children's

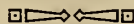
department—40 inches in each paper—and Monday morning came out with another advertisement on children's shoes. In other words, the whole store front and the newspaper advertising were used to boost along the Children's Opening.

And I want to say right now that that opening for children was the best thing that we have ever done to forward the business of selling more children's shoes. Even up to now (and this is two weeks later) children come in who have seen those windows, and they were in only Sunday and Monday. The children are still talking about the windows, and while we did not get all of the business Monday, Tuesday or Wednesday, we are getting some of it now. It merely goes to show that specialty windows—it makes no difference what kind of line—bring more money into the cash register than any other kind of display.



The Drug Store Window

These windows are as important as any others—Keep them up-to-date—Some practical method must be planned for quick changes—The double panel seems to be best fitted for the purpose.



By Geo. F. McConnell

THE drug store window, like any other, must be kept up to date and attractive in order to be a success. Too many display men overlook this important fact, and are content to put in "ordinary" displays which fail to bring in the business.

There are several reasons for so many of these seeming indifferent displays, the foremost being lack of co-operation between the boss and the display man.

It is not always the fault of the display man, as in many cases he is not allowed sufficient time to plan a good "business window."

On account of the nature of the merchandise handled, it is necessary that the drug man be acquainted with what goods are to be displayed, at least two weeks in advance, if he is to be expected to put in

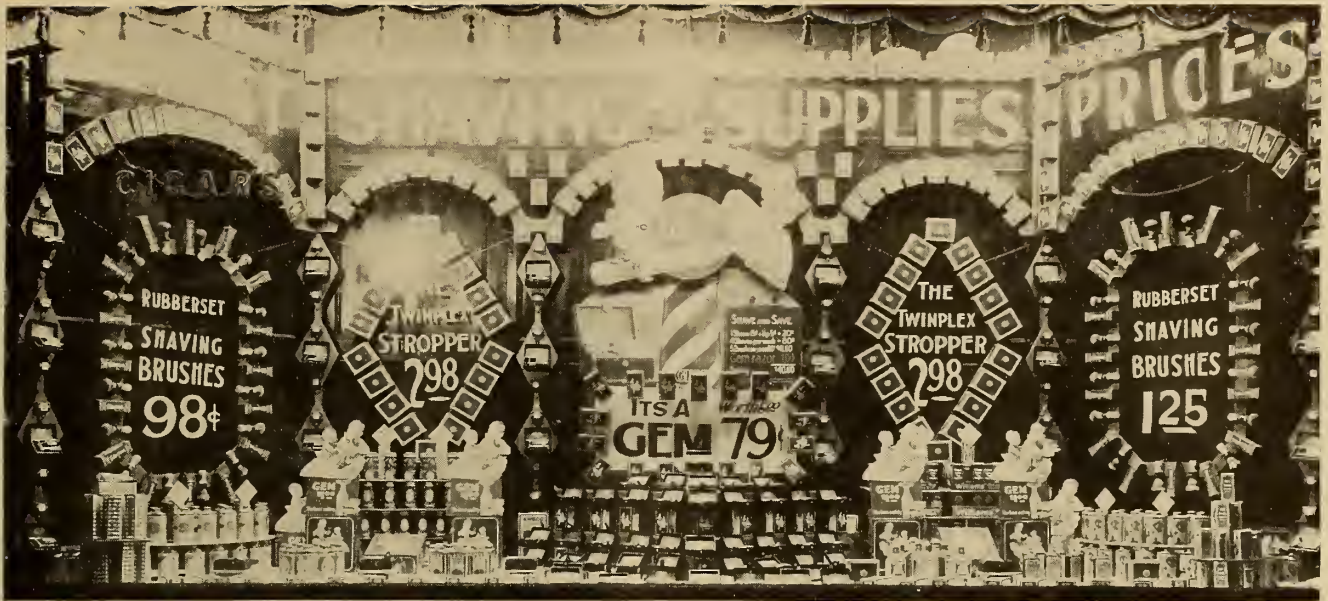
a good window. There are times when very quick changes have to be made, such as at the end of a special sale, etc., in which case all windows must be changed by a certain date.

The double panel is the most practical to use for these occasions, a photo of which accompanies this article. When putting in the "Sale" window the panels should be trimmed on both sides, so that when the sale is over all that is necessary is to turn the panels and you have a complete new trim. This will enable you to make your change in about half the time otherwise required.

The advantage of the double panel for use in the drug store window is beyond question, and it should be made use of whenever possible, as it only takes



DOUBLE PANEL BACKGROUND BY F. McCONNELL, JASSBY'S, MONTREAL, CANADA.



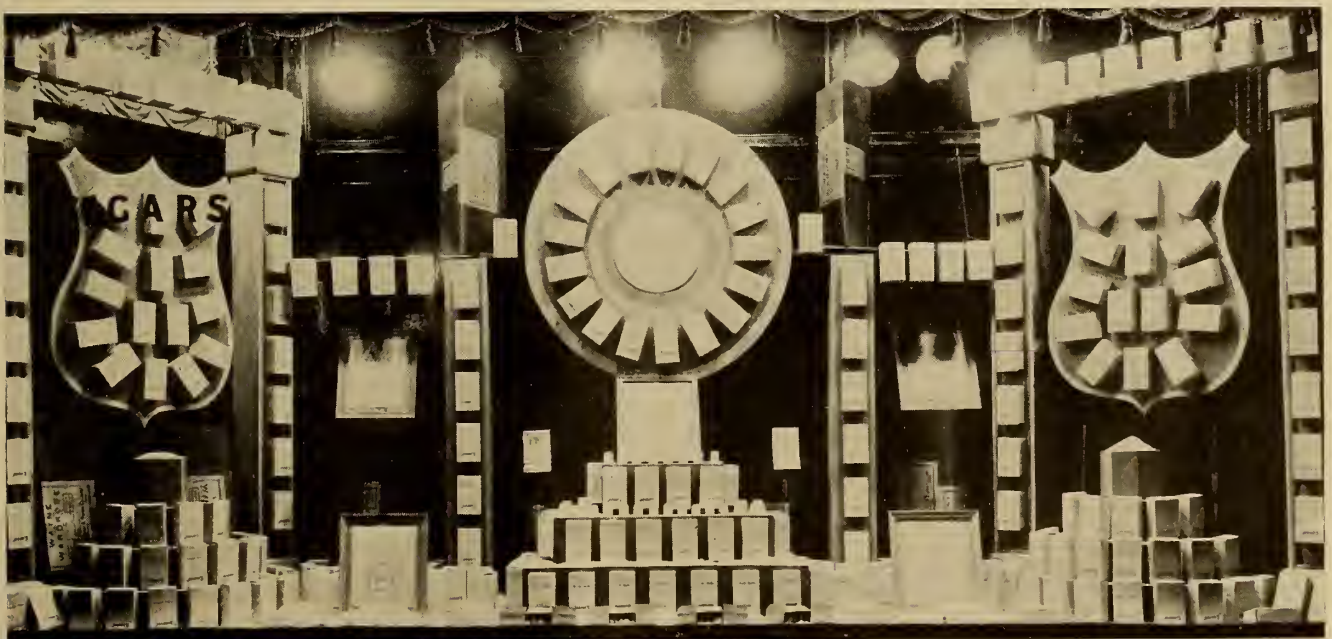
a few minutes in which to make a complete change. The window shown here is ten feet long and contains five panels, one having been left out from the previous trim in order to make a more complete change. Less than one hour was required to make this change, including taking out previous trim, washing windows, and arranging new trim, so that it will readily be seen that much time can be saved by the use of this panel.

The panel is six feet tall, including legs, and two feet wide. The frame is constructed from 1½x2-inch lumber, which is grooved to hold the composition board paneling, one side having an opening to allow the composition board to slide through. The frame can be painted the same color on both sides and the panel different colors, or both frame and panel can be painted different colors on either side, in which case the outside edges of the frame should be painted

black. The first illustration shows the double panel in use for a "carload sale." The reverse side of these panels are arranged for a shaving display

A special feature about this sale window is the individual frames holding signs and corresponding goods and secured to each panel. This arrangement is very practical for this style of window, where several different classes of goods are displayed, the idea being to separate the articles and make them stand out distinctly, and at the same time show a fair variety of merchandise.

The background for the moth balls and camphor display was made of composition board and painted delft blue and canary yellow. The cartons were in light blue and were arranged against columns of yellow. The cards used were light blue lettered in dark blue with pale cream shading.



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— of —

Display Men

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R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

Derive the Benefits

I HAVE been asked many times by display men what advantage is to be derived by joining the International Association of Display Men and attending its annual conventions. I have asked that same question of men in other professions, and have always received the same answer, viz., Inspiration. That is just what we get by attending one of our conventions—"Inspiration"—which enables us to do better and greater work.

I will guarantee that if you attend one Convention you will want to attend every Convention thereafter. Do not overlook the fact that you have the opportunity to come into personal contact with a large number of men who are making a life study of the best methods of displaying merchandise. That personal contact has a marked broadening effect upon the vision of each of us who attend these conventions.

Now, to be able to hold these annual Conventions, we must have an organization, and to keep that organization vigorous and strong we must be constantly injecting new blood into it—therefore the necessity of new members. We want every display man in the country to become a member of our Association and help us to make that organization of display advertisers one of the largest in the United States of America. Do not put it off another day, but write at once to our Secretary, D. B. Bugg, 1520 Woolworth Building, New York, N. Y.

I feel confident there will be hundreds of new members this year, and the pleasure of meeting them in Chicago at the Sherman House on July 14th, 15th, 16th and 17th, and making the acquaintance of these new members, will well repay me for my trip to Chicago. Inquire for me—I shall be there.

Yours fraternally,

W. H. HINKS, Treasurer, I. A. D. M.

Entertainment Plans Discussed

THE Chicago Association of Display Equipment Manufacturers met at the Hamilton Club, Wednesday, March 12, and discussed plans for the coming I. A. D. M. convention, which will convene at the Hotel Sherman, Chicago, July 14, 15, 16 and 17.

The committee appointed at a previous meeting, consisting of S. M. Kling, Harry T. Jones and J. Clarence Bodine, presented plans for entertainment for the visiting display men. The plans as presented provide for many interesting and pleasant features in which the ladies will share. On motion, the meeting voted that the entertainment committee of the Chicago Association collaborate with the program committee of the I. A. D. M. in formulating further plans and caring for details.

President F. H. Gelderman then appointed George Cowan to act on the committee previously chosen. Frederick Watkins was named chairman of the committee on entertainment for the ladies.

Practically every member of the association was represented at the meeting and all are enthusiastic and anxious to take a prominent part in the success of what will undoubtedly be the biggest and best convention yet to be conducted by the International Association of Display Men.

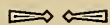
George H. Lamberton, chairman of the I. A. D. M. program committee, stated that the work in his charge is well under way and that the plans of booth space will in all probability be in the hands of all prospective exhibitors before June 1st.



GEORGE H. LAMBERTON, chairman of the program committee of the I. A. D. M., has received a communication from President E. Dudley Pierce requesting that the former in arranging booth space for exhibition purposes set aside space for the displaying of prize winning photographs of the 1918 contest as well as for those which the judges will

select as the best of the 1919 collection. He further suggests that space be reserved at this booth for photographs of displays and materials used by display men during the many patriotic campaigns during the period of the war.

At this booth, it is also contemplated, new memberships to the association will be received and will be in the charge of T. Guy Duey, display manager for Wurzburg D. G. Co., Grand Rapids, Michigan, and first vice-president of the I. A. D. M.



Convention of Kansas Display Men

THE second annual convention of the Kansas Association of Display Men will be held at Topeka, Kansas, May 12 and 13. Plans for demonstrations and entertainment are at this time well under way, and indications are that the second meeting will surpass the convention of 1918. A number of the leading display men have assured the committee on demonstrations that they will take places on the educational program. Artists will be brought from several states to demonstrate before the Kansas men.

In connection with the convention will be conducted a window display contest open to all men in attendance at the convention with the exception of officers of the organization. Following are the rules governing the contest:

Rules of Contest

RULE 1—All members who are present at convention are eligible to enter contest except officers of K. A. D. M.

RULE 2—Entries winning prizes remain property of State association after contest.

RULE 3—All awards made by capable, non-interested judges.

RULE 4—If photo is eligible to more than one class, furnish a duplicate.

RULE 5—All indication marks must be covered or erased.

RULE 6—Mark plainly on each photo or card the class number of entry and your "nom-de-plume" instead of name.

RULE 7—Entries must be in hands of secretary by 12 o'clock noon on the 12th day of May. Address to J. J. Donnellan, care of Elks Club, Topeka, or bring same with you, turning in at the same time a sealed envelope with your nom-de-plume on outside and your name and address within.

Prizes Awarded

Contestant may enter one to three photos in each of classes, 1 to 6.

FIRST PRIZE CLASSES 1 to 6—Silver medal and 15 points on Grand Prize.

SECOND PRIZE CLASSES 1 to 6—Bronze medal and 10 points on Grand Prize.

CLASS 1—For best photo Women's Ready-to-wear Millinery or combination of same.

CLASS 2—For best photo Men's Clothing.

CLASS 3—For best photo Men's Furnishings.

CLASS 4—For best photo Shoes.

CLASS 5—For best photo Underwear, Hosiery or a combination of same.

CLASS 6—For best photo of Drape.

FIRST PRIZE IN CLASS 7—Silver Loving Cup and 35 points on Grand Prize.

SECOND PRIZE CLASS 7—Silver Medal and 25 points on Grand Prize.

THIRD PRIZE CLASS 7—Bronze Medal and 15 points on Grand Prize.

CLASS 7—(SWEEPSTAKES) For best 6 photos of any kind of merchandise.

FIRST PRIZE CLASS 8—Gold Medal and 35 points on Grand Prize.

SECOND PRIZE CLASS 8—Silver Medal and 25 points on Grand Prize.

CLASS 8—(SWEEPSTAKES) For best 6 Showcards, made with any kind of brush, pen or combination of same.

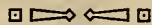
GRAND PRIZE—Silver Loving Cup to the contestant winning the largest number of points. Cup to remain his property only after winning it in two conventions, successive or otherwise. The contestant winning cup will have name and date engraved thereon and to have custody of it till next convention or forfeit value thereof.



DISPLAY BY HARRY H. HEIM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

A Bigger and Better Organization

Every display man should be an active force in the I. A. D. M.—Question of “how to get them in” may be best solved through local organizations—Such associations afford the nearest and the best approach.



By R. T. Whitnah

THERE are many display men, especially in the smaller towns throughout the United States, who are not members of the International Association of Display Men, perhaps because they feel that the expenses of attending the annual conventions are more than the benefits derived, or too, perhaps they think they are handicapped in entering the I. A. D. M. contests or that they feel the International does not need them. These men must become members and attend the annual conventions before being convinced that they are in the wrong. The I. A. D. M. will help them as it has helped all of us, and the expense of attending is a mere drop in the bucket compared to the benefits derived. The association needs every display man in the United States and in time will get them.

The I. A. D. M. has been the greatest asset in

promoting the profession and putting it on the plane where it stands today. Isn't it the duty of all display men to boost the association that has taken their work out of the trade class and placed it in the professional? The annual contests are of the greatest importance to display men, professionals and amateurs, if they will only enter them. A man never knows what is in him until he tries. Even though he wins no prizes, he need not be discouraged. He should come back the next year even harder. By studying the photographs of the prize windows each year he can see where the other man “had it on him.” It is my own experience that the man who is continually taking photos of his windows for contest purposes will take a great deal more pains, and will put in better windows than he has done before. He will view his windows from more angles. He will discover in his photos where



DISPLAY ARRANGED BY O. L. FRANKLIN IN NEW WINDOWS OF FREDENDALL'S, COLUMBIA, MISSOURI.

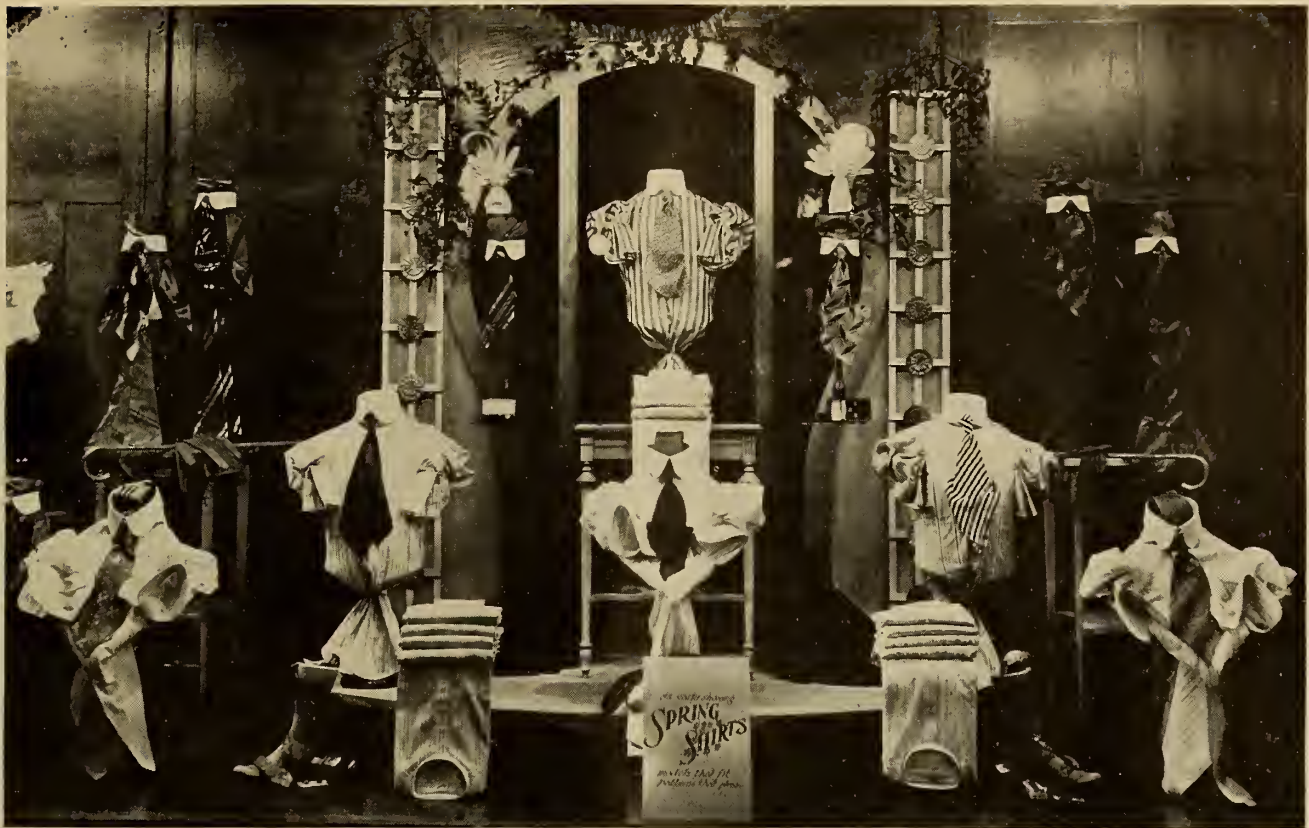


PLATE NO. 1028 DISPLAY BY C. M. SHRIDER FOR A. E. STAR & COMPANY, ZANESVILLE, OHIO.

This very attractive display of high-grade shirts was arranged for the early spring showing at Star's and was an extremely pleasant contrast to the stocky displays immediately preceding it. The large scroll in the center was gilt and was backed with blue plush. The lattice at either side was made of composition board and painted

blue. It was backed by the same material finished in ivory. The large oval on the floor was also painted ivory. There was practically no expense connected with this setting, parts of old backgrounds having been used here. The vine over the top of scroll was yellow wisteria.

he has misplaced this or that, where a different arrangement would have been better, where a higher stand should have been used or perhaps it should have been lower. He will learn to place every article of merchandise in a way to display its features to the best advantage.

Now to get to the subject of this article, "How to get the display men into the association." There are many ways of approaching these men, but it is the writer's opinion that through local organizations is the nearest and best approach. City organizations? Yes. Town organizations? Yes. The organization that has never, as far as the writer knows, been tried out except in the state of Kansas, is the state association. It is only in its infancy in Kansas, but the next two years will prove out. Why not have a state association in every state, affiliated with the I. A. D. M. and with the same interest at heart? Through state organizations the international can increase its membership one hundred-fold. It is much easier for the state association to line up the men in its territory, perhaps, than for the International, as the men in said state will not have the territory to cover in attending the state conventions, which could be held between the

dates of the I. A. D. M. each year. In this way they will work in harmony. In the state association contests, the small town man will have every possible chance in the contests. In order that these men be given a more even chance, it might be stated in the rules governing contests that members who have won a certain amount of prizes in I. A. D. M. contests are barred from entering.

Many details can be worked out in this respect that will give men in smaller towns a chance to show what is really in them. It is only a short time till they will be prize winners in the I. A. D. M. The question may now arise as to how the expenses of annual state conventions are handled. The first Kansas convention was held in Wichita, October 7, 8 and 9, 1918, and was a grand success. Readers of the *MERCHANTS RECORD AND SHOW WINDOW* probably recall reading the results of this convention in the November, 1918, issue. How was the expense of this convention handled? Wichita has a live bunch, and leave it to them to get the money. They got it and that's not all—they made every man attending the convention feel that he was welcome, and he returned home having obtained benefits of educational value, as well as being royally entertained.

Proper Handling of Men's Wear

Arrangement of men's wear displays should be simple, yet strong in effect—The perfect display one that centers the eye on the merchandise and creates the desire to own—Coloring often overdone—A few suggestions for the men's wear display



By Geo. B. Scott

MEN'S wear displays should always be arranged with the thought foremost in mind that they must be simple, yet strong in effect. The principles that apply to the display of women's ready-to-wear and fabrics do not govern the displaying of men's wear. The latter kind must be arranged so as to attract the attention immediately, and should be so grouped as to present a particularly strong effect.

The utmost care must be exercised in the handling of these displays if the display man is to produce sat-

isfactory results. One thing easily overdone is color. The perfect display is that which centers the customer's eye on the merchandise and makes him want it, one, the background of which is so harmonious of color and line, so nicely contrasted with the clothing displayed before it, that the public is irresistibly drawn toward the window, and once stopping, looks at the clothing, not the background. That is the object of the efficient men's wear display.

It is believed, however, that one may go too far



Geo. B. Scott



Over 50 Students in Koester February Classes

The photograph shows a majority of over 50 students in attendance at the Koester School in February this year. This large attendance speaks in eloquent terms of the high esteem with which the Koester School is regarded by Retail Business Men throughout the country.

This esteem has been earned through the teaching of advertising, window display and card writing over a continuous period of fourteen years.

Every graduate is living evidence of Koester School Training.

Plan to attend the Koester School at your earliest opportunity. It will not only be of inestimable value to your future success, but the interchange of ideas with other ambitious young men will be an inspiration. It will be to your advantage to get away from your home town for a few weeks and study Chicago displays, which are the best in the world.

9,000 Successful Graduates

The same training that has enabled Koester men to make good all over the world is offered to you. You have at your command a real tangible means of advancement. Koester training gives you a thorough knowledge of every important principle of Retail Publicity and its practical application. You study the actual problems that are met daily in your work. You are shown the expert way of doing everything. This enables you to do your work rapidly and in a way to produce results for the store. The more valuable you make yourself to the store the more rapid will be your advancement in salary.

Every subject is taught by instructors who have been with the Koester School practically since it started. They are the best and most experienced instructors of publicity subjects in the world.

Our newly enlarged class rooms—totaling over 7,000 square feet—provides each student with plenty of space in which to do his work. This is especially desirable in the window display instruction where each student must put up actual displays of merchandise.

An eight weeks' course of intensive training at the Koester School will qualify you for a good position as Display Manager, Advertising Man and Card Writer, or any combination of these subjects that you may choose. When you enter the retail publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

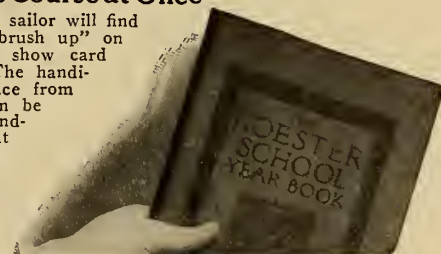
Get Further Information

A careful reading of our very interesting and helpful school catalogues and literature will show you how you can become an expert in your work in from four to eight weeks.

Every young man or woman in a retail store who is ambitious for greater and more certain success should read this book. Simply fill out the coupon and mail it today.

Decide to Take the Course at Once

The returning soldier and sailor will find this the ideal time to "brush up" on every detail of window, show card and advertising work. The handicap resulting from absence from this work for a time can be quickly overcome by spending from four to eight weeks at the Koester School in intensive review. Those men who have never had Koester School Training will find this an ideal time to take the course before going back to their old positions or accepting new ones.



THE KOESTER SCHOOL

with which is consolidated the
Economist Training School of N. Y.
314 S. FRANKLIN STREET, CHICAGO, ILL.

Instruction Department of
The Dry Goods Reporter, Chicago; Dry Goods Economist, N. Y.; The
Dry Goodsman, St. Louis, and Pacific Coast Merchant, San Francisco

THE KOESTER SCHOOL

314 S. Franklin St., Chicago

Please send me complete information about a course at the Koester School.

Name

Address

Town

State

I saw it in the April "Merchants Record"—Page 47

with simplicity. It does not seem likely that a green plush background, devoid of ornament, would be interesting to the passing public twelve months in a year. A change of color, new flowers and different fixtures arouse fresh interest in the show window. That point is beyond all dispute.

Two sketches are shown here. One illustrates a screen and oval plateau, with the filling-in screen of shirred material with coloring of medium gray. The frame of the screen is painted light gray, the initial at top being gold against Copenhagen blue. The plateau is medium gray. For bouquet, pussy willow sprays and pink almond blossoms are suggested. Suits in gray mixtures would appear to excellent advantage against such a setting.

The other sketch shows a background that may be made from composition board. The two panels might have a plain moulding for border, and for the predominating shade ivory is suggested, with panels done in buff and green. The flowers in tall stand should be in various bright hues.

Another color scheme for this setting would be gray with the two panels in delft blue. The design on the panels could be in black, the semi-circle platform in blue to match panels.

If you desire to have your setting look right, do not use mere cutouts of composition board. Back them up with wood strips to give thickness. Make the setting look solid and substantial. A "flimsy" appearance is most undesirable. A better effect will be had if you place the background away from the wall, say, a few inches, or, in the case of a deep window, a foot or more.



Display men who look to a future will do well to discontinue old time-worn stunts and study the modern methods of display. If you wish to get in touch with the newest ideas, plan to attend the next convention of the I. A. D. M., to be held at the Hotel Sherman, Chicago. This takes place July 14-17, 1919. All display men who are the right sort of fellows are welcome. Come along.



DISPLAY BY H. H. HOKE, FOR THE WHEN STORE, SPRINGFIELD, OHIO.

Appear Prosperous-Be Prosperous



USE A
FEDERAL ELECTRIC SIGN



WORKS 24 HOURS A DAY

THE FEDERAL ELECTRIC SIGN is attractive by day and brilliant by night. It can be seen from a distance. This beautiful, sparkling sign gives a cheerful, inviting appearance to your place of business. It shows up your store front to a big advantage—it creates the impression that you are thoroughly up to date and modern—that you are prosperous—and people prefer to trade at prosperous stores.

This Federal Electric Sign is made of enameled porcelain. It cannot decay. There is no wood in the sign. It cannot fade, rot or rust. It is not painted and therefore never needs refinishing. An occasional washing keeps the porcelain surface sparkling like new.

12 MONTHS TO PAY

The first payment brings you the sign. You have 12 months to make the final payments and you get the service of this energetic salesman while paying for it. Current to operate the sign costs only a few cents a day. You cannot make a better business investment.

Mail This
Coupon NOW!

FEDERAL SIGN SYSTEM (ELECTRIC)

Lake and Desplaines Sts., CHICAGO
BRANCHES IN ALL LARGE CITIES

Please send me full particulars of sign suitable for my business.
Name
Address
Business
(MRS W-4)

Movements of Display Men

P. J. NEVILLE has recently been placed in charge of the window displays and interior decorating at Lipman, Wolfe & Company's store, Portland, Ore.

H. ERMAN A. LARBACH, recently of Buffalo, N. Y., is now in charge of the display work for the F. W. Woolworth store at Dover, Ohio.

A. LFRED DAHLBERG, display manager for Emery, Bird, Thayer Company, Kansas City, Missouri, was in Chicago during the spring openings on State street.

M. R. HOWELL, of Lewis, Coe & Howell, Adrian, Michigan, was in Chicago on business, recently. He was much impressed with the spring opening displays.

H. W. BUNDY, formerly display manager for H. M. Zwick, West Frankfort, Ill., is now in charge of the decorating department at Ramsay's Pittsburg, Kansas.

H. F. CRINKLAW, for some time in charge of the window and interior displays at the Syndicate Clothing Company, Cedar Rapids, Iowa, has resigned.

T. E. PICKETT, formerly employed in the profession at Chattanooga, Tenn., has accepted a position with the McClure Clothing Mfg. Co., Knoxville, Tenn.

J. AS. E. PHILIBERT, for several years display manager at the Palace Clothing Company, Kansas City, Mo., has resigned to accept a similar post with Sam Bonart, New Orleans, La.

V. ICTOR CARSON, display manager for L. H. Field & Company, Jackson, Michigan, had charge of the Welcome Home decorations, recently, when a large contingent of Jackson fighters returned from overseas.

R. E. JONES, who went to Hartford, Conn., several months ago to assume charge of the decorating department of the new G. Fox & Company store, is back in Gotham in the decorating department at Gimbel's.

J. H. RICHTER, display manager for Younker Brothers, Des Moines, Iowa, was in Chicago during the latter part of March.

F. RED WAGNER, recently in charge of the display department of the Goza Clothing Company, Tama, Iowa, has resigned to accept a position in Newton, Ia.

W. ALTER A. CARPENTER is now display manager at the Parker Dry Goods Company, Charleston, Ill. He was recently employed in a similar capacity with Leiter's, Connersville, Ind.

L. E. RANUM has received his discharge from the Seventh Provisional Squad, Camp 1, D, Raymond, Washington, and has resumed display work at Charron's, South Bend, Wash.

C. LYDE BENTON, for several years in charge of the window displays and interior decorations at the New Phoenix Clothing Company, Muskogee, Okla., has resigned.

C. HARLES FELLOWS is now employed in the profession at Kokomo, Ind., having recently resigned as display manager at the Golden Rule, Albuquerque, N. M.

E. R. BARNARD has resigned as display manager for Le Maistres', Asbury Park, N. J., and is now employed in the profession at Holyoke, Mass.

M. R. Zoffer, who resigned as display manager for G. Fox & Company, Hartford, Conn., to enter Uncle Sam's military service, has received his discharge and is now back with the big Hartford store.

W. ILLIS F. BRINK stopped off at Chicago for a few days and called on several of his old friends. He was accompanied by Mrs. Brink, and they are on their way to San Francisco, where Mr. Brink has accepted an important position.

H. H. TARRASCH, for the past five years display manager for F. & R. Lazarus & Co., Columbus, Ohio, has resigned, and on the first of April assumed charge of the decorating department of Stip, Baer & Fuller, St. Louis, Mo.

WILL YOUR MOTOR TRUCK BE AN ORPHAN ?

THERE are thousands of truck orphans left on the hands of their owners. Their makers have gone out of business. It is reported that, of 555 companies organized since 1909, 331 no longer exist. Half of the remaining are less than two years old. 228 lasted but a year.

Making motor trucks is a large scale operation. Only the resourceful succeed. Some makers lack the capital. Some lack the output for economical manufacture.

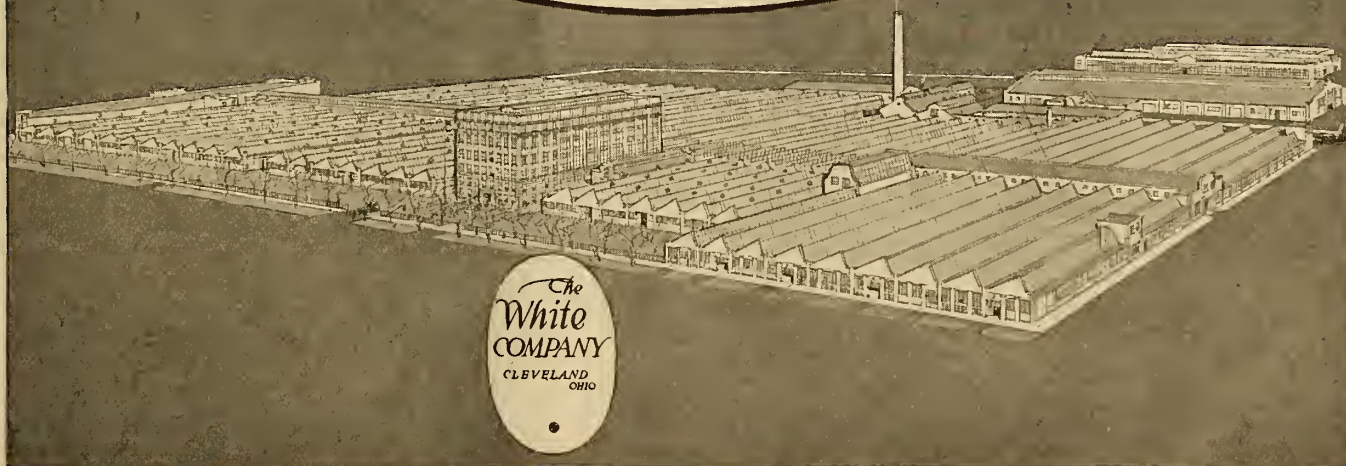
Motor trucks are an investment. Rightly used, they should earn dividends large enough and long enough to write themselves off the books and *then* make a clear profit. The investor in a bond is as keenly interested in the soundness and stability of the issuer as he is in the terms of the bond. So the purchaser of a truck should be interested in the permanence and stability of the maker.

Any mechanism designed to last is

a doubtful value if the maker can not be counted on to remain in business and back up his product. The purchaser invests *also* in the maker's experience, in his reputation and in his service facilities. Of what use is a truck if parts are no longer available? What resale value does it have without a maker? Who will furnish service to the owner?

A purchaser can judge these things by: Years in business, Financial statements, Performance records, Number of trucks in service, Size and growth of output, Reputation of the product, Service facilities *already* established.

The Purchaser of a White Truck Backs His Investment in It with the Strength of The White Company, with Its Years of Successful Experience, with Its Thousands of Trained Employes, with Its Tens of Thousands of Trucks in Active Service, with Its Millions of Capital, and a Service Organization, Nation-Wide, which Has No Parallel in the Industry.

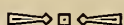


Catch Phrases

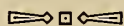
*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



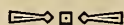
OUR SILK SECTION IS DOMINANT
ITS SUPREMACY IS UNCHALLENGED
SILKS IN EXQUISITE ARRAY



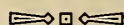
A DIVERSITY OF HAT FASHIONS
EVERYTHING OF MERIT IN MILLINERY
PRICES IN MODERATION



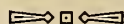
A FUROR AMONG THRIFTY WOMEN
HATS OF FASHION
CLEVEREST SHAPES—STUNNING COLORS



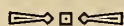
SALE OF MEN'S SAMPLE HATS
BEST OF QUALITY IN POPULAR STYLES
WILL LEND INDIVIDUALITY



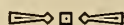
DAME FASHION'S APPROVAL
VOGUE OF THE SEPARATE SKIRT
PRACTICAL AND SMART LOOKING



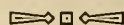
NEWEST ORIGINATIONS IN FROCKS
SERVICEABLE AND CHIC
AT REAL VALUE GIVING PRICES



FEATURES THAT COMPEL ATTENTION
A WONDROUS VARIETY OF MODELS
THE BEST AT MODERATE PRICES

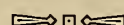


CLINGING TENDENCIES
MAKES THESE PETTICOATS POPULAR
ADAPTABLE TO ANY STYLE SKIRT



WE SHARE WITH OUR PATRONS
SMARTEST NOVELTY OF THE SEASON
NEWEST STYLES—SCORES OF SHAPES
FINEST COLLECTION IN TOWN

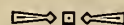
PRACTICAL AND DAINTY GARMENTS
MATERIALS DELIGHTFUL AND TASTEFUL
FOR WOMEN OF CULTIVATED IDEAS



FOR INTERESTED WOMEN
COUNTLESS LITTLE "UNUSUALITIES"
MAKE THESE SUITS DISTINCTIVE



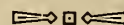
OUR BROAD GUARANTEE
"WE PROTECT OUR PATRONS"
ONE REASON FOR OUR POPULARITY



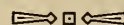
FROM LEADING MAKERS AND COPYISTS
THESE BEAUTIFUL FRENCH MODELS
LOVELY CREATIONS AT MODEST PRICES



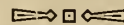
ALL UNDER ONE ROOF
NEWEST FASHIONS IN AMPLE ARRAY
AT LOWEST PRICES AND BEST SERVICE



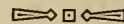
THE NEWEST IN SILK PETTICOATS
EXCELLENT QUALITY AND PRETTY
AND ECONOMICALLY PRICED



ATTEND THIS HOSIERY EVENT
'T WILL PAY YOU IN A BIG WAY
HOSIERY SUPREME AND ECONOMICAL



VALUES WILL DRENCH THE CROWDS
THE WIDE-AWAKE WILL RESPOND
REMARKABLE VALUES AT RIGHT PRICES



WHAT IS QUALITY?
IT IS SYNONOMOUS WITH
GOODNESS AND CHARACTER
THAT WHICH GIVES AN ARTICLE WORTH

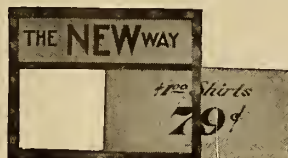
Every Card Writer and Display Manager

Should Have This Card Stand



They are already being used by many of America's most prominent stores.

It permits you to save your headings and make quick changes. Let the top compartment hold your card for announcing the event.



The card holder proper is 11 inches by 14 inches. The top compartment is 4x14 inches; the bottom, 7x14 inches; standard, 1/2-inch; extension, 3/8 inch; base, 7 inches, flat, with felt covered bottom. Permits placing merchandise on top of base.



They save their cost in time and materials many times over

IN ALL FINISHES

The Buckeye Fixture Co.

Manufacturers of a complete line of display fixtures, wax figures, enameled dress and shirtwaist forms

1292 W. Fourth Street

CLEVELAND, OHIO



Typical KAWNEER Installations



Will They Stop—

to see your displays if your store does not attract them? Never! Your store front and windows *must have the power to appeal* and to create a desire for your merchandise.

Kawneer STORE FRONTS

do this. Study *your* store front. Every passing person is a prospective customer.

You realize the value of a good salesperson—your store front should be

better. Because it is the *first sales force* to meet the purchaser.

We have produced store fronts for thousands of successful merchants. Let us show you that we can do the same for you.

PIN THIS TO YOUR LETTERHEAD

KAWNEER
MFG. CO.

1202 Front St.
Niles, Mich.

Kawneer Mfg. Co.
1202 Front St., Niles, Mich.
SEND "FORGING AHEAD"

Name _____

Address _____

City and State _____

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



6,500 Men's Fine Silk Neckties at Away Below Regular Prices. An offering so remarkable in magnitude and value giving that surely the incentive is strong enough to compel the attendance of throngs of men to take advantage of the most unusual Silk Necktie offering of the year.

The Vogue of the Vest—Indeed it is the mode of the minute—the vest—and here they are in a brave array of styles. The materials are piques and Fan-Ta-Si silks, high or low necks, and the price range extends from \$1.95 to \$16.50.

Petticoat Flouncing—A beautiful all silk taffeta, pleated flouncing, 12 inches wide, that will make your old skirt like now, or by using sateen for the top, makes a very serviceable petticoat. The colors are light or dark navy, old rose, tan, emerald green, black, grey, brown. The price is special, a yard, \$1.19.

The Silk Department is Dressed for Spring. Our silk department is wearing its new silken clothes of Spring. Everything shown here is new, everything is fresh from America's foremost silk manufacturers—There are many new silk creations—silks of qualities that are the final word of silk perfection. Design artistic, colorings new and fresh and original, color harmonies that are correct—these things predominate in new Silks for Spring.

New Suits of Charm \$49.00 to \$95.00. Whatever is desirable in suits for Spring is here—the youthful box coat—with or without embroidered or plain silk vests—the smart semi-fitted coat with buttons, cording and braiding and the strictly tailored styles that are especially smart. Serge, hairline stripes, tricotine, gabardine and Poiret twill, Oxford, black, Pershing tan and navy are the colors most represented.

Women's Footwear at Great Reductions. We secured this high-grade footwear from several well-known manufacturers, who closed out to us at remarkable concessions, their entire end-of-the-season stocks. You'll find every popular style represented in tans, blacks, grays and any number of attractive combinations. Shoes for dress, afternoon, street or business wear, in Louis, Cuban, Military or low heel styles, in lace or button models with plain toe or tips.

Women's New Wraps—Suits of the Better Sort. Wraps that forecast the best style features of the season. Rich fabrics, graceful lines and colors of Spring-like tone. These wraps come in suede, Dew Kist, duvetyne, poulette, satin, evora and combinations of many of these fabrics. Suede brown, woodland brown and teal are the prevailing colors among the cloth wraps. Some of the satin combinations are in black.

New Spring Dresses. "Rosemary" Dresses, representing spring's newest styles, are made of silk radiant, chiffon taffeta, Georgettes and fine wool serges in all the most fashionable spring shades. There are styles for dress, afternoon, dinner and street wear, such as you never expected to find at \$35.

Silk Shirts for Men. \$6.00 and \$7.00 qualities for \$4.95. This doesn't mean that this is a small lot of odds and ends, but a big, well assorted group of new, clean shirts in all sizes, 14 to 16½, of satin stripe silk broadcloth; long wearing, perfect fitting, a wide assortment of beautiful patterns—\$6.00 and \$7.00 qualities, \$4.95.

Women's New Stylish-Stout Suits for Spring. We wish to call your particular attention to our special section, devoted to Spring Suits for women of ample figure. These suits were made to our special order by tailors who know how to cut a suit that is roomy enough for the tall stout or the short stout figure, and at the same time show the slender lines that are so desirable this spring. No need to worry about being fitted here at the price you have decided to pay "Stylish-Stout" Suits for spring range in price from \$25.00 to \$75.00.

The New Spring Laces and Embroideries are Ready. In these days just before spring is really with us, they seem to whisper of sunshine and of birds. Perhaps it is because we picture them made up in dainty, summery looking undergarments or in white frocks for the little folks. *A Delightful Array of New Patterns* in laces and embroideries for undergarments or for children's dresses now awaits every woman who starts out on the quest of dainty trimmings.

Spring Models in American Lady Corsets. Of what avail is the most wonderfully made frock if it is worn over a poorly chosen corset? The corset shop has a very splendid assortment of new American Lady corsets. For the slender figure, there is a very splendid model in pink batiste with elastic around waist line. \$2. There are three models for misses at \$1.50, \$2 and \$2.50.

The Best Percale Made; Here Now at 29c a Yard. The finest brands of percale obtainable, we now quote you at 29c a yard. White grounds with stripes and figures, suitable for aprons, shirts and dresses. Cadet and navy blues are shown as grounds for pretty stripes and figures. Gray grounds also are to be had in attractive patterns. Width 36 inches. New price, 29c a yard. "American" Prints Now 14c. American prints, excellent quality, cadet blue, gray, indigo blue and white grounds with effective designs in stripes and figures. Width 25 inches. New price, 14c a yard.

KANT KRACK

SKINLIKE WASHABLE FINISH DISPLAY FORMS.

ARE PERFECT
IN



812 BROADWAY
NEW YORK

WRITE FOR COMPLETE
CATALOGS

"KANT KRACK" ENAMEL DISPLAY
FORMS

PATENTED, PEDESTRIAN
"NEW-ART" WAX FIGURES

STERLING QUALITY
DISPLAY FIXTURES
DECORATIVE WOODEN FIXTURES

Business Looms Big!



The call for distinctive and beautiful show cards is going to be enormous this Summer.

"Perfect Stroke"

Brushes and Supplies

will help you get the work out in record time. Finely balanced—make a perfect stroke the first time over the work—no touching-up and annoying delays.

Catalog No. 4 tells the story in detail—send for it TODAY.

BERT L. DAILY

Advertisers Bldg.

Dayton, Ohio

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.

Our Book of Trims will be of service to you.

Yours for the asking.



HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

Who's Who in the Profession

William R. Chandler

Fountain's, Greenwood, Miss.

ONCE upon a time there was a school boy who had ideas of his own, so one day when he was supposed to go to school, he, being very fond of painting up everything around the house, joined a crew of advertising sign painters and for two months earned five dollars a week while his parents thought he was attending school. And then the



WILLIAM R. CHANDLER.

explosion came, which resulted in this hard-headed youngster getting a place in a sign shop where five years' application gave him a knowledge of sign painting, colors, oils, varnishes and allied materials.

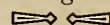
Wm. R. Chandler, whose familiar face appears herewith, says that after five years in a sign shop he secured a position with the Kress Syndicate and for several years handled small wares and received his first taste of window display work. After placing the opening decorations in one of their big stores in Memphis, Tenn., he went to Chicago and assisted one spring in the installation of The Fair's opening displays.

Not being able at that time to secure anything permanent in Chicago, he crossed to New York, where a course in the old New York School of Window Trimming assisted him in securing a position with a small dry goods store on Fulton street, in the borough of Brooklyn. Later changes find him at S. & W. Baumann's, Third avenue and One Hundred and Seventeenth street. From there he went to the old Simpson & Crawford store under John D. Zeigler, and later handled the windows of

the fifteen stores of Truly Warner.

Being offered a connection in the south, he went to Greenville, Miss., but later found it advantageous to accept a position with Fountain's, who in 1914 built a modern establishment in Greenwood, Miss.

Here we find Mr. Chandler today, where he is entrusted with the care of 75 feet of show windows, the advertising and the buying of toys, china, cut glass, talking machines and housewares. He says outside of this he hasn't anything to do, but we notice he finds time to attend the annual convention to those who lend their presence each year of the I. A. D. M., where in the past he has taken active part and is a familiar and popular to these notable gatherings.



James P. Northrop

Tepper Bros., Elmira, N. Y.

JAMES P. NORTHROP, display and advertising manager for Tepper Brothers, Elmira, N. Y., entered the profession of window display seventeen years ago and has been an active and prominent worker in the profession since his first position with Shwartz & Co., Poughkeepsie, N. Y.

Having been employed by this firm but a brief time, Mr. Northrop developed the desire to know



JAMES P. NORTHROP.

more of the art of window display, so he quit the job and entered the Bond Institute of Mercantile Training. Here he took a special course in window display and show card writing. On graduating he resumed his position with Shwartz & Company.

Always alert for big ideas, Mr. Northrop was attracted by the wide field of New York, so there he



Victory Loan Paintings

Make It Possible for You to Help Uncle Sam
Greatly in the Next Loan Drive

**PLAN EARLY! ORDER NOW! Paintings Made Any Size.
Like Cut—Size 10x10 Feet—Only \$30.00.**

Do Not Fail to Visit Our Show Rooms
and Studio When in Chicago

To get to our studios, take Larrabee St. car, on Dearborn St. (downtown), go north,
get off at Division St. and walk 1 block west to Chatham Court.

Designers and Manufacturers of Decorative
Backgrounds for Show Windows

THE BODINE-SPANJER CO.

Phone Diversey 2585 1160 Chatham Court CHICAGO

Decorative Display Co., Inc.

619 Sixth Ave., New York, N. Y.

*Artificial Flowers, Vines, Gar-
lands, Etc.*

F. G. SCHMEHL, Pres.

The Importance of Being in Earnest

is emphasized by the values given in the following
specials:

Imported Japanese Blossom Sprays

Cherry, Plum, Apple or Peach Colors—Pink, Red or
Yellow. Very full and flowering spray, 42 inches
long, per doz.....\$21.00

Roses of Surpassing Beauty

French Roses, Luxuriant Foliage, Red or Pink, 36-inch
long stem, per doz..... 15.00

Roses, all colors, per doz.....75c to 40.00

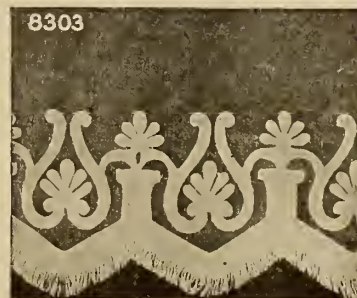
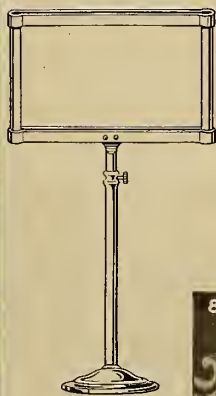
ROSE BUSH (Without Pot 24 Inches High)

Eight Large, Full Blown Roses, Full Foliage, Light or

Dark Pink, per doz..... 24.00

With 12 Roses, 4 Buds, per doz..... 36.00

ADD 20% IF POTS ARE DESIRED



Now is the white heat period of the fixture buying season. Why not fall in line and equip yourself with up-to-date forms and fixtures for the display of your new merchandise. We are awaiting your commands with a high class organization, correct merchandise and prices that are right for quality. We have Catalog "E" of forms, metal fixtures, valances, etc. Catalog "W" of wood fixtures and Catalog "GG" of the beautiful new glass fixtures.

Big Stock of valances and plushes on hand, ready for quick delivery. Send for samples.

VISIT OUR MODERN SHOW ROOM

The Hecht Fixture Co.

Office and Salesroom:
Medinah Bldg.

Wells St. and Jackson Blvd.
Chicago

went, and connected with Mahler Bros.' department store. It was at this house that his artistic ability and progressiveness began to attract unusual attention and many flattering positions were proffered him. He, however, decided to venture alone, and he opened an office at 68 Wall street, as contracting professional window decorator and show card writer. After a very successful year financially, Mr. Northrop found his health not the best, and decided that the strain was too much, so closed his office and went with Vogel & Company, one of his contracting patrons. Two years later found him with R. H. Macy & Co. supervising the interior displays and writing the show cards. Mr. Northrop was perhaps the first combination man in New York's department stores. He remained at Macy's five years, leaving to accept a position in the decorating department of the J. L. Hudson store, Detroit, Mich., but after several seasons in the Michigan metropolis the call of the East became too strong for resistance and Mr. Northrop having been offered the display manager's post at Tepper Bros., Elmira, N. Y., departed the Middle West.

Not only is Mr. Northrop an artist at handling men's and women's displays, but he is recognized as a specialist in draping over wax figures.

Many display men give Mr. Northrop a great portion of credit for their success, as he has the faculty of readily instilling knowledge to assistants, and always strives to save as much as possible the long, laborious tasks usually necessary to attain the top of the ladder. He is a charter member and trustee of the Elmira Association of Advertising and Display Men, and an exceedingly active member—one who keeps things at the interesting point at all times—in short, a "live wire." He is also a strong supporter of the I. A. D. M. and has been a member of this big organization for more than ten years.

For Our Advertisers

Card Writers' Contest

Card writers and display men who make their own show cards will be interested in the big card writing contest to be conducted at the I. A. D. M. convention, Hotel Sherman, Chicago, July 14, 15, 16 and 17, by the Esterbrook Pen Manufacturing Company. The contest is open to all, and closes July 17.

Three cash prizes will be given as follows: Twenty-five dollars for the best example of the card writer's work done with Esterbrook Writing and Lettering Pens while in attendance at the convention. Ten dollars for the next best example under conditions just stated.

Another prize of \$25.00 will be given for the best three examples of card writing done with Esterbrook Pens and brought or sent to the convention.

You are requested to write to the Esterbrook Pen Mfg. Company, 90 Delaware Ave., Camden, N. J., and complete details of contest will be mailed together with sample pens.

Factory Enlarges

Owing to a remarkable growth of business, it has been necessary for the Botanical Decorating Company to enlarge a number of factory departments and to install mechanical improvements that will add greatly to their manufacturing capacity. The changes will also facilitate deliveries.

Among other improvements that have been made by this company has been a considerable expansion of the basket weaving department which manufactures ornamental wicker baskets, vases, pedestals and various other decorative designs.

Years ago, Mr. Selig, the president of the Botanical Decorating Company, decided that in order to succeed in a big way, the manufacturer of window and store decorations must cover this field completely and meet every demand of the display man. He reached the conclusion that it is not enough to specialize in a few lines or to cater only to certain classes of stores.

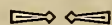
Carrying out this policy he has added line after line to his stock until the Botanical Decorating Company now offers practically every kind of decorative merchandise known to the display man.

Another policy of this house is to comply with every price requirement in the wide field of store decoration. In other words, they are prepared to supply every class of decorative material, from the finest that can be manufactured, to the most inexpensive.

It is due largely to this policy that this concern has grown so steadily and has so often found it necessary to enlarge its quarters.



P. A. FERNALD, who left the post of display manager at Wetmore & Company's, Rochester, N. Y., to enter the service of Uncle Sam, is now back at his old position. He was in France ten months, a part of which time Mr. Fernald spent in doing card writing and art work for the Y. M. C. A. and the Army Educational Commission.



HARRY W. HOILE, display manager for M. Nathan & Bro., Inc., opened the new store at Chambersburg, Pa., last month and immediately after left on a buying trip to Philadelphia and New York.



DISPLAY BY H. L. ALENIER FOR SHARTENBURG'S, NEW HAVEN, CONNECTICUT.

Frankel-Val & Panels

Because

we control the output of the Brilliant Decorative Lace Mills of Philadelphia, we can guarantee Service, Quality, Individuality and the Workmanship of our production, and we cater to the decorative and lace curtain departments of department stores, who cater to hotels, homes and stores for window Vals and Panels. We will be pleased to send sketches on application (and there will be no charge).

Established 1888 and
growing daily



1146 Broadway (at 27th St.)
New York

WHATEVER YOU EXPECT AN AIR BRUSH TO DO FOR YOU THE



PAASCHE

Famous 3-in-1
Will Do It Better!

Used Nearly Exclusively by
Displaymen

Air Brushes should be selected
according to your needs

The Paasche Pays
All-Ways
Due to Their

Speed, Durability and
Efficiency



PAASCHE
Model "D"

Is King of Them All
for Most Attractive
Signs, Show Cards
and Window Back-
grounds.

Write Today for
Our New Catalog

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO

What the PAASCHE Air Brush is doing for thou-
sands of others it will do the same for you.

NEBEN

*Oriental Crepe
Cretonne & Silk Moire Crepe*

— **PAPERS** —

The Finest Decorative Paper in the World—
Marvelous Color Effects for Window
and Interior Decorations

UNLIMITED POSSIBILITIES for the Neben
Oriental Crepe, Cretonne and Moire Papers
for window decorations will make the custom-
ers stare with amazement at the gorgeousness
of the window display.

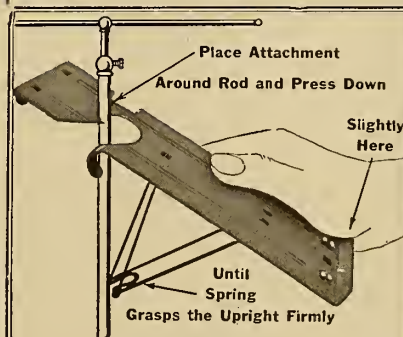
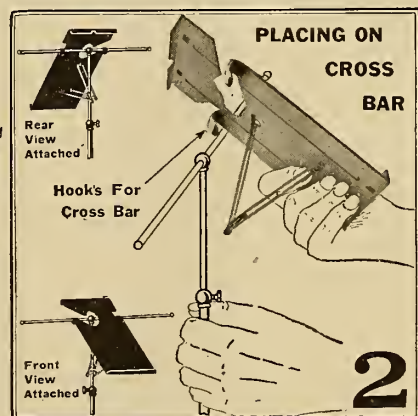
SAMPLES AND PRICES, with any other
information you may desire, will be sent upon
request. In order to receive your goods in
time, send orders by return mail after you re-
ceive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc.
127 TO 137 BEEKMAN ST.
NEW YORK, U. S. A.

The
LEON
PATENTED
ATTACHMENT

Multiplies the uses of
your display fixtures 1000
times.
The Leon Attachment ad-
justs on any display fix-
ture, or flat surface "in
a jiffy." There are no
set screws. Snaps on,
stays on, wherever it is
attached. Makes old fix-
tures up-to-date, and in-
creases the display ad-
vantages of your new
fixtures.



PLACING ON
UPRIGHT (STANDARD)

Put new pep in your
merchandise displays by
using the Leon Attach-
ments. They make your
displays more attrac-
tive, and entirely dif-
ferent. Thousands are
now in use by stores of
all sizes—the best dis-
play men everywhere
recommend them.

ORDER A SAMPLE
DOZEN TODAY

One dozen LEON
ATTACHMENTS, 4
pairs angle bars, 1
set of pattern card-
boards. Full in-
structions for using.

\$10.00

MORRIS LEON MFG. CO.

7117-7119 N. Clark St.

Chicago



No. 752 M. R.
8", 12", 16" high.
Each\$1.65
18", 24" high.
Each\$1.85

No. 753 M. R.
8", 12", 16" high.
Each\$2.75
18", 24" high.
Each\$2.95

No. 754 M. R.
Triple Shoe Stand
20", 26" high.
Each\$4.50

A Striking Shoe Display

Attracts the passerby whether in immediate need of shoes or not. Shoes are a class of merchandise that should be prominently displayed the year 'round.

ONLI-WA SHOE DISPLAY STANDS

(one display unit of the Onli-Wa "700-line")

can improve your shoe displays. Increased sales will pay for Onli-Wa display units through the better showing of your merchandise.

They are the product of a modern factory employing only skilled labor. Quantity production permits a low selling price.

The illustration shows Onli-Wa Shoe Display Stands that are finished in Natural, Mahogany, Oak or Grey.

You should have the Onli-Wa Fixture catalog, quoting prices, for ready reference.

THE ONLI-WA FIXTURE CO., Dayton, Ohio



New Florentine Base Shirt Waist Form No. 120-FB

Here's Our Big Special Offer for April

New Shirt Waist Form

This is a big Shirt Waist season. Show them on this attractive Form and you will double your sales. Mounted on beautifully finished hard wood base in new Florentine design. Flesh-colored enamel, absolutely unbreakable, non-fading and will not check or crack. Price each.....

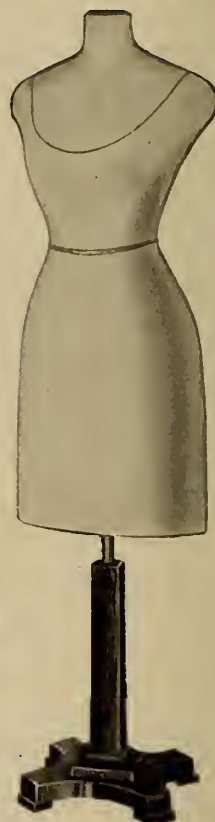
SPECIAL PRICE

\$6²⁵

This form as illustrated has our new Florentine base, very artistic in design. In any wood, such as mahogany, oak, walnut. Extensible standard. We believe this to be the best value ever offered. Unbreakable, washable, flesh-color enamel. This full form matches the waist form shown here.

SPECIAL PRICE

\$9⁷⁵



New Florentine Base Garment Form No. 81-FB.

The Mail Order Fixture House

We carry Everything in Fixtures—such as Wood and Metal Fixtures, Wax and Papier Mache Forms, Valances and Plushes, Store and Window Lighting, Garment Hangers, etc., etc. We sell by mail or direct from our salesroom—and can give you a lower price than firms that must add the commission of salesmen. We are one of the few firms operating factories for the manufacture of their entire line. This also does away with profits going to middlemen. When you buy from us you buy direct from the factory.

Visit Our Display Room When in the City

The Superior Brass & Fixture Co.

The Mail Order Fixture House

314-316-318 W. Jackson Blvd.

CHICAGO



L. Baumann & Co. Flowers

New Art Panels from 6 to 10 cents square foot

All orders filled promptly, no delay, no disappointment. Write for our Catalog of Spring, Easter and Summer Decorations: New Art Panel Backgrounds, Papier Mache, Etc.

357-359 West Chicago Ave., Chicago



A new, original
and effective paper
for artistic window
decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

LET YOUR NEXT FLORAL DECORATIONS

BEAR THIS LABEL

"Nature's Rival"

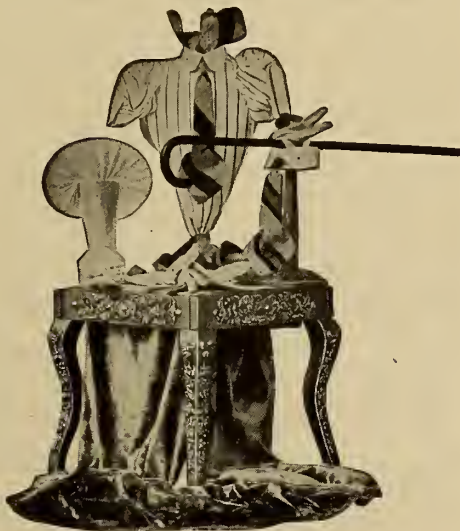
The exquisite thrift line combining Beauty Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St.

New York City



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.

Spring Window Decorations

Our line of Novelty Papers,
Flowers and accessories have
no equal.

Everything for successful win-
dow trim.

Send for Catalogues

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York City

OUR PRICE TICKET MACHINE SET

The Biggest Fifty Dollars Worth on Earth

Letters Tickets 10 to 20 Times Faster than Hand Work
Will Pay for Itself in A Month and Make Thousands of Dollars For You

Ready *Others Doing It! So Can You!*

For Work **COMPLETE SET \$50.**
Write for Wonderful Descriptive Matter Now!

HAND STYLE TYPE CO.

410 Third Ave. Pittsburgh, Pa.



"He Works Nights"



"Easy Money"

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

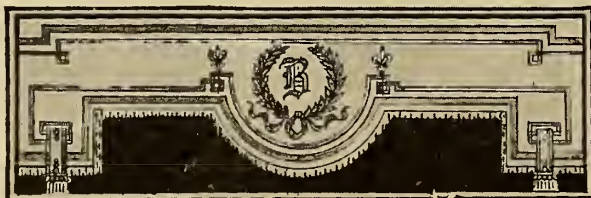
8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers
Valances, Panels and Drape Shades, Plushes
Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET

CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



No. 9



No. 308



No. 10

**Klee "De Luxe"
Fixtures**

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

ORNAMENTAL FINISHES

Gold Antique, Silver White Ivory French Grey and Black Relief
White Ivory and Gold Relief French Grey and White Relief
French Grey and Ivory Relief

No. 9. 8", 12", 18",
24" high; 6"
base, 6 1/2"x
10 1/4" top...\$2.00

No. 308. 8" high,
5 1/2" base,
5 1/2" top...\$2.00

No. 10. 4" high,
(back), 7x
11" top...\$2.00

Klee Display Fixture Co
ROCHESTER, NEW YORK

Show Garments PROPERLY

Our Enameled Papier Mache Forms and Wax Figures are the kind that will add class to your garments and show them at their best.

**Perfectly Modeled
Perfectly Finished**

Write us today for prices.

USE "OVER NIGHT"

For repairing wax hands. A wax cement that makes a joint as solid as welded iron.

Tube \$1.00. Send money with order.

JULIUS BLUMENTHAL

166 N. State St., Chicago.



**Walters' Ideal
Pocket Hammer**



Nails
Tacks
Pins
Screw
Driver

This little pocket hammer for display men is becoming very popular all over the country. It is 4 1/2 inches long, nickel plated and guaranteed.

An arrangement in the handle for withdrawing pins, tacks and nails, with screw driver attachment on the end, is very strong and durable and fills every want of the decorator. Price 75c. Sent postpaid to any address by the manufacturer.

J. M. WALTERS,

220 South Bonton Way, Los Angeles, Cal.

Window Trimmers and Wax Artists

READY-FIT EYELASHES—WITH FULL DIRECTIONS
SURE QUALITY

I MADE OVER 13,000 SETS FOR MANUFACTURERS
50 CENTS PER SET \$5.25 PER DOZ. SETS

THOS. P. CHEEVERS

66 WEST CONGRESS ST. DETROIT, MICH.

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—Window Trimmer and Card Writer. A-1 Man. Address Heinemann Bros. Co., Wausau, Wis.

SALESMAN WANTED—Salesman wanted who thoroughly understands selling Window Display Fixtures. Salary or commission. Address, Oscar Onken Co., Cincinnati, O.

WANTED—Window Trimmer and Card Writer, with some experience in advertising and selling. Submit samples of card work. Give full particulars and salary expected in first letter. Address Eisman & Hersch, Susquehanna, Pa.

POSITION WANTED—Advertising, Window Trimmer and Card Writer. Fourteen years' experience, married, 35 years of age. Location, New York, New Jersey or New England preferred. Will consider any location. Must be modern store. Now employed. Address Box 348, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

AT LAST! "WINDOW SHOES" FOR DISPLAY MEN—Save the merchandise. Keep your window floors spotlessly clean. Efficiency demands them. Strongly made, soft, durable, slips over shoe. Order by shoe size. 75c a pair, 3 pair for \$2.00. Per dozen pairs \$7.00, money, thrift or postage stamps. Address Roy H. Heimbach, 1007 Monroe Ave., Scranton, Pa.

WANTED—Window Trimmer. A man who is thoroughly experienced in displaying Department Store Merchandise of high-grade, in Show Windows and Interior Show Cases, and one who can produce profitable results. A good position for the right party. State full particulars in first letter—Age, Experience, Nationality, References and Salary wanted. Address The John Shillito Company, Cincinnati, Ohio.

POSITION WANTED—A No. 1 Window Trimmer and Card Writer desires change. Young married man of 29, past experience with some of the leading stores of Minneapolis. Artistic and a good workman, best of references. Address Box 349, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

WANTED—Experienced window trimmer, card writer and advertiser. Man with good knowledge of Rugs and Draperies preferred. Give salary wanted and references in first letter. City of 30,000 and 75 miles from Chicago. Address Box 350, care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Illinois.

ADVERTISING AND DISPLAY MAN WANTED—The Stern & Mann Co., Canton, Ohio, specializing in women's and children's wearing apparel and accessories of the better grade, require the services of an advertising and display man. One who has creative ability and is accustomed to handling merchandise of the better grade. Apply by mail, giving references, state experience and salary desired.

POSITION WANTED—Ambitious Young Window Trimmer 26, wishes permanent place with good display man as assistant. Ten years' experience, with first-class houses as window trimmer and card writer. Seven years with present firm but wishes change. Now in the south, will go anywhere. Recently discharged from Army. Married. Address Box 347, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED—Attention of Window Trimmers, Card Writers, etc. Make them yourself. Plaster Paris and papier mache ornaments, patriotic shields and hundreds of other rich designs. How to make the original models, also gelatine moulds; artificial marble, onyx, tile, rich moulding, sign ornaments, sanitary flooring, hard composition for dolls; how to transfer pictures from magazines and newspapers onto show cards; renovating wax figures, etc. Full instructions and all formulas. A large instruction book, illustrated, embracing 39 complete subjects including many valuable formulas. Also supply of materials for making moulds and casting designs, also materials for refinishing wax figures. All complete, price \$1.50. Catalog free. The Irabar Co., Harrisburg, Pa.

A NEW AND EASY WAY TO PAINT Signs and Show Cards OUR PATTERNS DO THE WORK

No experience required. Anyone can paint all kinds of signs, banners, cards, etc., on any surface with our new and easy system of lettering. Complete outfit containing eight alphabets of letters, assorted styles and sizes from two to twelve inches high, also four sets of figures, etc., not printed but life size patterns cut out of durable tag board which can be used over and over again for years; also brushes, colors and book of instructions. Prepaid, \$7.50. Satisfaction guaranteed.

ACME SALES CO., Empire Bldg. Denver, Colo.

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Make Your Show Windows Pay Your Rent
Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Season Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides dozens of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younits not in use. There are thousands of sets in daily use.

No. 116 Set has 36 Interchangeable Younits For Dress Goods Window Trims, \$27.50
Send for catalog. Established 39 Years. Order direct or thru your Jobber.

The Oscar Onken Co. 3752 Fourth Street Cincinnati, Ohio, U. S. A.

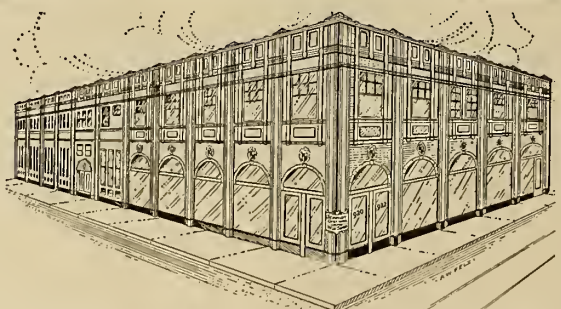


Creators of the Newest Ideas in
Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO
Historical and Modern Wax Figures.
920-922 No. Clark Street CHICAGO

LEARN TO
PAINT SHOW CARDS



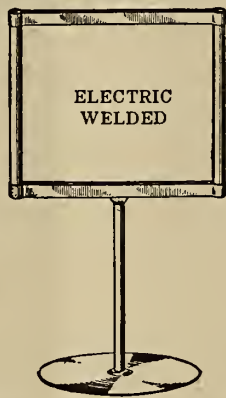
Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY

Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

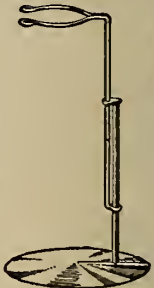
Write for new literature, FREE outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 **MICH.**
Oldest and largest school of its kind in the world.



Best and Cheapest Price

Card, Stands, Easels, Etc.



"Jaxon" Doll Stands Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs Alterations or New Work


For Beautiful backgrounds, dividers and cut-outs, every window-trimmer and store owner will save time, money and labor by using Cornell-Wood-Board. Write today for free samples and full information.

Cornell Wood Products Co. Dept. 1310 173-175 W. Jackson Blvd. Chicago

Air Brush Stencil Designs
5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.
Our Air Brush Colors won't clog the brush.
Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.



"THE HABERDASHER'S"
SHOWCARD WRITING SYSTEM
COMPLETE IN THIRTY-FOUR LESSONS

THE HABERDASHER COMPANY
100 EAST 10TH STREET, NEW YORK

"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System.*

PRICE \$1⁰⁰ PREPAID

The Merchants Record Co. 431 South Dearborn Street CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Display Fixtures De Luxe

Exquisite in Design — Perfect in Finish — Practical in Use — Satisfactory in Price

2010 2011 2012 2013 2014 2015 2016



No. 2010—Plateau, 15 in. high.
12x22 \$16.50

No. 2010—Plateau, 10 in. high.
12x22 \$14.50

No. 2010—Plateau, 5 in. high.
12x22 \$12.50

This is only one of our many beautiful period lines—Send for our large Catalog today.

Polay-Jennings Fixture Co.

1007-9-11 Blue Island Ave.

Mnfrs. World's Finest Display Equipment

CHICAGO, ILL.

These fixtures are accurately designed in the

William and Mary Style de Luxe

We believe this to be the handsomest line of fixtures ever produced, and they are as good as they are handsome.

Solidly built from the best materials and finished with the same skill and care that is given to the costliest furniture.

These fixtures are wonderfully luxurious in appearance and will add distinction to any merchandise, yet they cost no more than ordinary fixtures.

These plateaus have inlaid plate glass tops, permitting insert of all color schemes for seasonable decorations.

EXTRA—Your initials given on each leg in tint.

FINISHED IN OLD IVORY

No. 2010—Plateau (oval), 9x14, 10 in. high.....\$10.50

No. 2011—Tilting Glass Top Stand, 6 to 30 in.....\$4.25

No. 2012—Tilting Glass Top Stand, 6 to 30 in.....\$4.25

No. 2013—Pedestal, Fluted Standard, 24 in. high....\$4.00

No. 2014—Tilting Top Stand, removable glass.....\$4.50

No. 2015—Pedestal, 18 in. high.....\$3.50

No. 2016—Garment Fabric Stand, 24 in. high.....\$3.75

NEW MAPLE SPRAY

No. 493. New Maple Spray. Put life in your next display by using our new maple spray. The edge of the foliage is light green and gradually getting darker in the center which gives it the natural appearance. Size of spray 24x48 inches.

Price, per dozen.....\$4.50

TULIPS are always showy and attractive for window boxes, baskets, etc.

No. 5300. Tulips made of an extra fine quality cloth, the best grade on the market. Flowers come in assorted colors, on 14-inch stem, with two leaves.

Price, per dozen\$ 1.35
Per gross 15.00

No. 5303. Tulips, on 14-inch stem with grass bush effect. Flowers are made of cloth and come in assorted colors.

Price, per dozen.....\$ 0.95
Per gross 10.50

No. 5305. Tulips, made of paper with grass bush effect.

Price, per dozen.....\$0.75
Per gross 7.50

Green Fadeless Moss, \$1.25 per lb.

Green Adiantums, best grade, \$8.50 per C.

If you are interested in FLORAL PARADE DECORATIONS write for our catalog today

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville,

Illinois

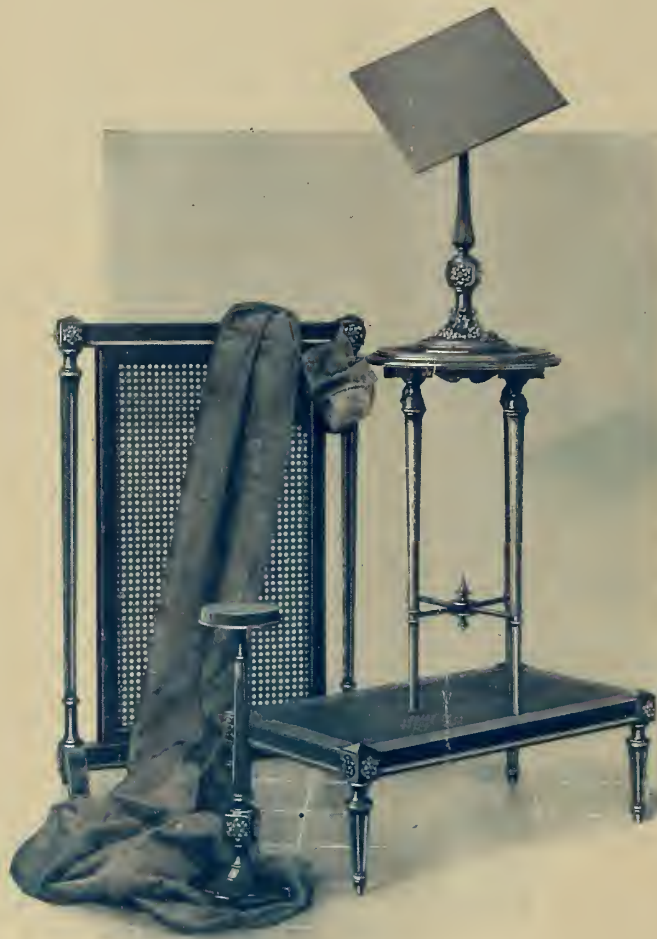


493



5300

5303



Period Display Furniture

TO MEET an ever growing demand, we have developed unsurpassed facilities for the manufacture of Window Furniture of matchless quality.

Genuine Period designs are faithfully reproduced in fixtures adapted to modern display requirements. The accompanying illustration reveals the character, dignity and beauty of a few pieces in most common demand. They are made of Black Walnut of rich brown shade with relief ornaments in antique gold.

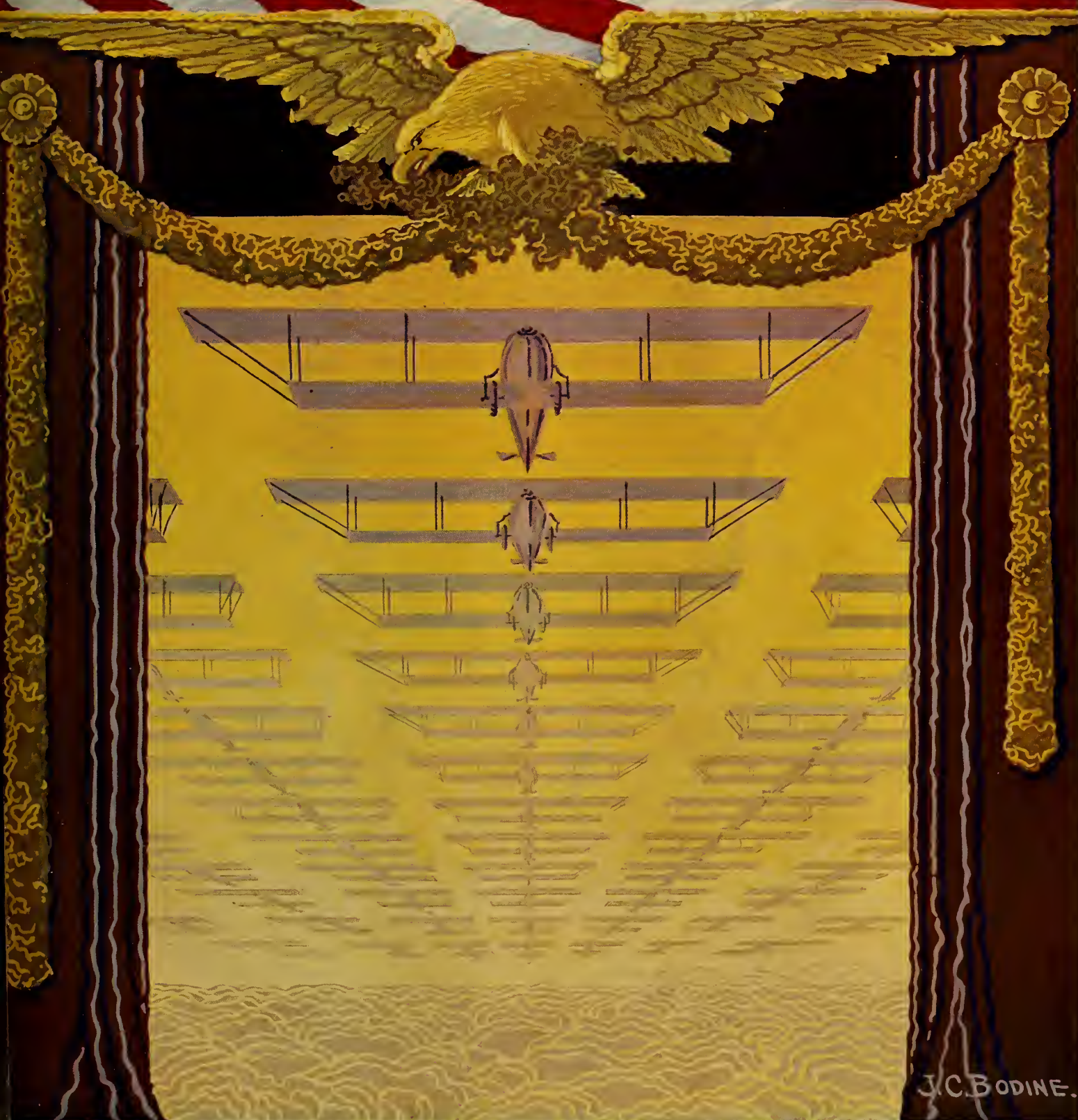
Louis XVI Shirt Stand, 12, 18 and 24 inches high.
William and Mary Display Table, 13-inch top, 24 inches high.
Louis XVI Divider with Cane Panel. Over all size, 22 x 34 inches.
Louis XVI Plateau with Cane Top, 14 x 26 inches. 9 inches high.
Louis XVI Collar and Tie Stand, 12, 18 and 24 inches high.

Prices on application. Special work solicited.

Curtis-Leger Fixture Co.

237 West Jackson Boulevard
CHICAGO, U. S. A.

*Merchants Record
and Show Window
May 1919*



Arrange to Attend the I. A. D. M. Convention at Chicago, July 14-17

Having Accounted for the Late Buyer



832 K/E

We Have in Stock
for
Immediate Delivery

Everything in Display Equipment

*For information write for
our Folder No. 12M*

The Barlow-Kimnet Co.
724 BROADWAY, N. Y.

FACTORIES:

HOLYOKE, MASS.

ROCHESTER, N. Y.

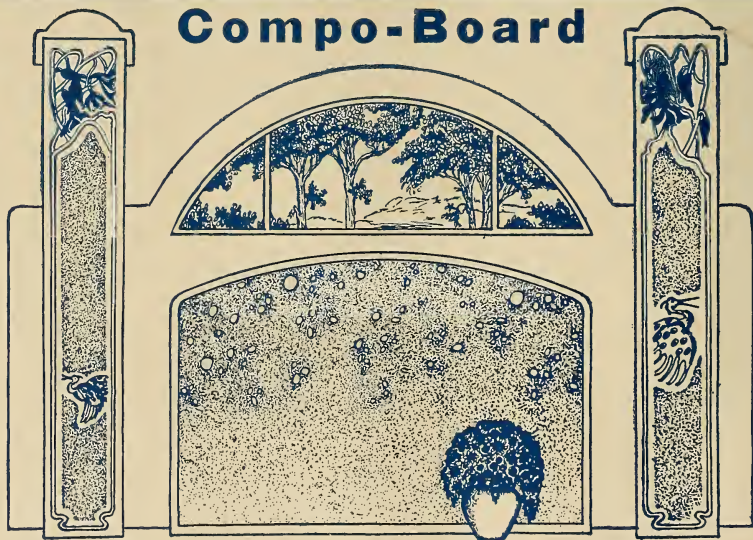


822K/WB

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

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MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

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In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

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Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

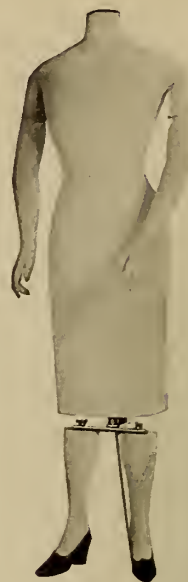
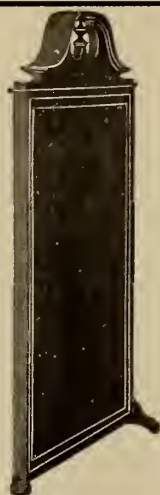
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NUMBER 5

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Hugh Lyons Fixtures Makes Buyers Out of Passersby

Distinctive window displays—displays which attract the attention of passersby—require out-of-the-ordinary fixtures.

Hugh Lyons fixtures are different—and they make individuality possible in window displays. They are built by men who know how to make buyers out of passersby.

Let us send you a complete set of our catalogs, showing our Chippendale, William and Mary, Queen Anne and Adam designs.

HUGH LYONS & COMPANY "MAKE BUYERS OUT OF PASSERSBY" LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

3

BIG PRIZES for Card Writers

Card Writers' Convention

Chicago, July 14, 15, 16, 17

FIRST
PRIZE
\$**25**

FIRST
PRIZE **\$25**

For the best example of card writers' work done with Esterbrook drawing and lettering pens, while in attendance at the Convention, the above prizes will be awarded.

SPECIAL PRIZE \$25.00

We will also award a prize of \$25.00 for the best three examples of card writing done with Esterbrook pens and brought or sent to the Convention.

Be Prepared for These Contests

Get a supply of Esterbrook drawing and lettering pens now and be prepared for these contests. These pens save time, money and work, produce quicker and more satisfactory work with less effort than the brush or any other method. The Esterbrook speed pen is always ready—feeds ink just where the pen begins the stroke. You can work as fast as your arm or eye can move. The Esterbrook speed pen holds the hand up and allows long sweeping curves or straight single strokes.

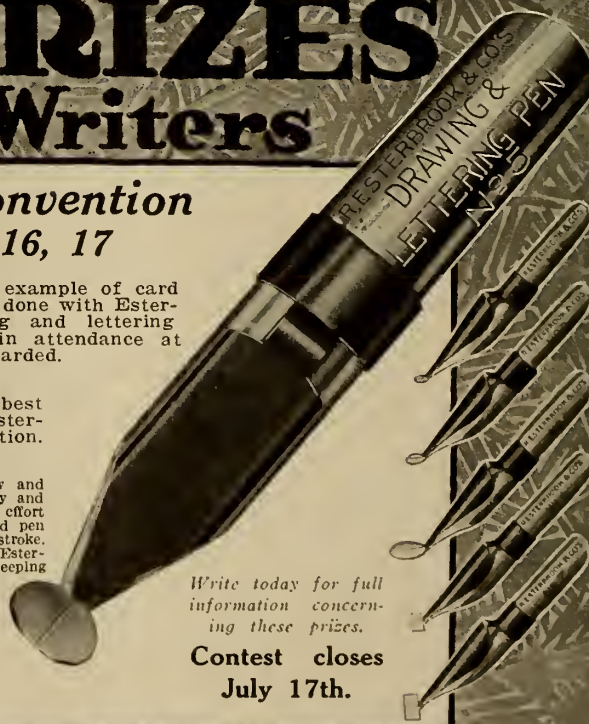
Pens, Ink and Cards will be furnished all Contestants **FREE** at the Convention.

The Esterbrook Pen Mfg. Co.

90-100 Delaware Ave. Camden, N. J.

SECOND
PRIZE
\$**10**

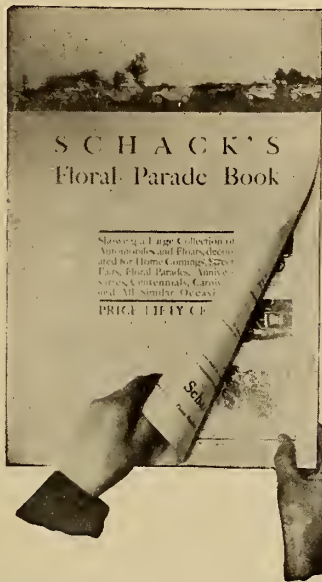
SPECIAL
PRIZE
\$**25**



Write today for full information concerning these prizes.

Contest closes
July 17th.

Esterbrook Pens



PRIZE WINNING FLOATS and How to Decorate Them

This is the contents of a valuable book published by The Schack Artificial Flower Company, containing over 400 illustrations of decorated cars and floats.

Schack's Floral Parade Book

Will help you to decorate

PRIZE WINNING FLOATS FOR HOME COMING PARADES

And Other Events. It Tells You What to Use and How to Use It

Send for This Book Today. It Is Free for the Asking

The Most Practical Product Ever Offered for the Decoration of Autos and Floats Is

SCHACK'S FAMOUS EXCELLO

a material representing a mass of chrysanthemum petals that forms a beautiful covering for auto bodies and all large surfaces. This material is easily applied by the most inexperienced, without marring or scratching the car in any way.

Schack's Excello in any desired color \$1.00 per sq. yd.

For all practical purposes white is the best. Send for sample



Schack's Excello was used to obtain the effect shown in the above photograph and shows how well it is adapted to covering large as well as small surfaces.

Schack's Artificial Flower Co.

1739-41 MILWAUKEE AVE.

CHICAGO, ILL.

YOUR OPPORTUNITY

We Have on Hand a Limited Number of Copies of
"The Art of Decorating Show Windows and Interiors"

Which We Are Offering at the Low Price of \$2.00
Heretofore This Useful Book Has Always Sold for \$3.50

The Reason

The "Art of Decorating" is the best and most complete book ever published on the subject of window display and store decoration. It contains practically everything there is to be known about this subject. However, this book was published in 1908 and in many of the displays illustrated, the garments shown are out of fashion. The gowns and hats are in the style of 1908 rather than of the present day. Any practical display man will readily understand that this fault in no way impairs the value of this book.

The wealth of original and practical information on every phase of window display contained in the "Art of Decorating" is as up-to-date as if it had been written yesterday. As a help to the display man this book will never be "out of date."

The Art of Decorating Show Windows and Interiors represents the best ideas of hundreds of the leading display men of America. It has 410 pages (7 $\frac{3}{4}$ x10 $\frac{3}{4}$) and 618 illustrations. The following are some of the subjects covered:

Arches
Architectural Designs
Art Glass Imitations
Automatic Switches
Backgrounds for All Purposes
Bases
Broadcloth Displays
Business Windows
Children's Wear
Christmas Displays
Cleaning Wax Heads
Cold Water Paints
Colors for Backgrounds
Color Charts
Columns
Cotton Flannel Rabbits
Corset Displays
Draping Silks
Draping Stands
Dress Goods Displays
Decoration Day Displays
Decorations for Buildings
Designing Backgrounds
Distemper Backgrounds
Easter Displays
Electrical Displays
Electric Flashers
Electricity in the Window
Electric Signs
Fall Decorations
Fixtures

Flag Decorations
Following the Fashions
Fourth of July Displays
Frame Work
Frosted Windows
Frosting Electric Lamps
Grouping Figures
Harmony of Colors
Handkerchief Displays
Hall Decorations
Hat Displays
Home-made Fixtures
Illumination for Displays
Interior Decorations
Japanese Displays
Lattice Work
Lamp Shades
Linen Decorations
Lingerie Displays
Making Icicles
Making Paper Flowers
Masonry Effects
Mechanical Displays
Men's Wear Displays
Miscellaneous Drapings
Millinery Displays
One Color Windows
Open Backgrounds
Original Designs
Painting Castings
Paper Flowers

Papier Mache Work
Parasol Displays
Patriotic Displays
Perpetual Motion
Perspective
Photographing Windows
Pillars
Pleating
Planning the Display
Plaster Casts
Posing Figures
Pounce Bags
Preliminary Suggestions
Printing Photographs
Process of Gilding
Puffing
Pumpkins as Decoratives
Relief Bulbs
Relief Work
Repairing Wax Heads
Re-Silvering Mirrors
Revolving Displays
Ribbons as Decoratives
Rosettes
Rustic Designs
Scenic Backgrounds
Screens
Semi-Permanent Backgrounds
Shelving Displays
Ships, Mechanical
Shirt Displays

Shoe Displays
Silk Displays
Smocking
Snow, Imitation
Special Displays
Space Reducers
Spring Displays
Standard Backgrounds
Stencil Work
Stock Backgrounds
Stocky Displays
Sunbursts
Thanksgiving Displays
Tools
Toy Displays
Treatment of Arches
Turkeys Made of Linen
Trimnings
Underwear Displays
Wash Goods Displays
Water Color Drawings
Water Motors
Wax Figures
What to Display
White Goods Displays
Windmills, Mechanical
Window Lighting
Wiring
Work Room Equipment

For the Beginner

The inexperienced display man will find this book a wonderful help in his work. It contains an immense amount of practical information and practical instruction as to the principles of window decoration and display. Each subject is treated in such a manner as to make it easily understood, and hundreds of drawings and diagrams help to make this valuable book more useful.

For the Experienced Display Man

The veteran display man will find in the Art of Decorating a source of endless ideas and suggestions. Although the merchandise illustrated may be out of style, the decorative ideas are as good as ever. They represent some of the best window work that has ever been done, and it is not likely that these pictures will ever be printed again. As a reference book, this volume will be found of the greatest value.

This Good Book Will Be Sent Prepaid to Any Address for \$2.00

Send for It Today—You'll Find It Well Worth the Money

The Merchants Record Co. 431 S. Dearborn Street
CHICAGO

*It is your duty—to your country and to yourself—
Subscribe to the Victory Liberty Loan*

The Right Decorations for Summer Celebrations

Just ahead of us is a summer of jubilation, celebration and decoration. It will be a busy season for the decorator and display man and we are splendidly ready to help. We have an immense line of outdoor decorations and specialties. Our big factory is working to its capacity so that we may be fully prepared to handle your order with the utmost promptness.

Summer orders are generally rush orders and we are ready for them. You can depend upon us to get your goods to you when you want them.

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Memorial Day will be observed this year as it has not been observed for half a century. July Fourth will be celebrated as it never has been celebrated before. We have anticipated a big demand and have a great variety of patriotic decorative specialties designed for these occasions.

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Our stock of decorations for floral parades is more complete than it ever has been before. We have made up a line of handsome and showy but inexpensive flowers designed especially for parade work. We have many time and labor savers, such as floral sheeting, complete wheel decorations, festooning, etc.

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We will send you free a valuable book that explains fully how to decorate floats, automobiles, etc. This book is fully illustrated and shows many examples of well decorated autos and floats. It tells the amount of materials required for decorating cars of various sizes. It will prove a big help to the decorator.

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There will be an unusually large number of special celebrations this season and we are ready with special decorations for every occasion. Our line of papier mache includes a great variety of emblems and symbols of every description.

Confetti and Serpentine

The many celebrations connected directly or indirectly with the coming of Peace will create a big demand for confetti and serpentine. We have them for immediate delivery in any quantities at the lowest prices.

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We carry a big stock of low-priced flowers, vines, etc., for window and store decoration. These are designed to meet the needs of the display man who wishes to make a big showing at little expense.

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Manufacturers and Importers of Artificial Flowers and Decorations

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Do not buy wax figures before having consulted my catalogue.*

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A Different Form
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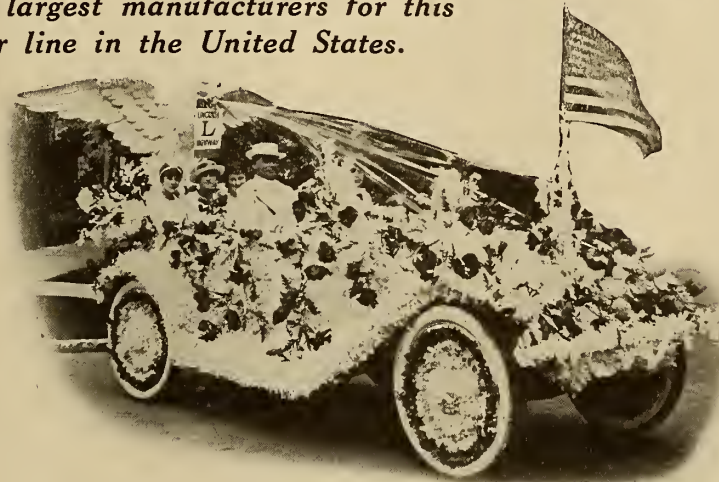
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Remember Us For Floral Parade Decorations

We are the largest manufacturers for this particular line in the United States.

Order your decorations now for later delivery and avoid delay and disappointments.



Buy your floral parade decorations from us, as our prices are the lowest, comparing quality.

The above photograph was judged by the unanimous vote of the judges awarding first prize for the best decorated car in the parade of eight hundred and fifty-four decorated cars, celebrating the opening of the first paved section of the Lincoln Highway. The judges scored this car first on subject, second on artistic decoration and detail. The decision met with the approval of Vice President Thomas R. Marshall, officials of the Lincoln Highway Association.

There Are Always Prize Winners Wherever You Use Gasthoff's Decorations.

NOTICE. Beware of imitation floral sheeting that has no patent. Use the genuine patent covered floral sheeting. But it direct from us. Our Famous White Floral Sheetting at the usual price at 75c each. Size of sheet is one yard square or nine square feet. Our Famous Colored Floral Sheetting in red, navy blue, light blue, dark green, Nile green, pink, yellow, purple, and lavender, at 75c each. Size of sheet is one yard square or nine square feet.

75 cents each

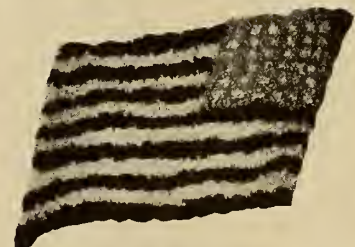


Red, White and Blue Wheel Covers
26 to 29 inch, each.....\$.85
30 to 36 inch, each.....1.00
Same as above in plain white at, each.. .75



Patent No 1003895, September 19, 1911,
by J. F. Gasthoff, Danville, Illinois.

75 cents each



American Flag, in Floral Effect, Wave or Straight Design.
4 x 6 feet, each.....\$3.50
5 x 8 feet, each.....4.25
6 x 9 feet, each.....5.00
Can also furnish larger sizes.

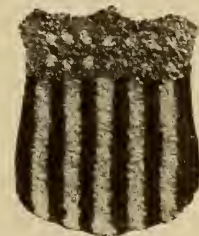


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26 to 29 inch, each.....\$.85
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Few of Our Short Stem Flowers

Medium size Chrysanthemums, any color, gross.....	\$3.00
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Large size Jap Wistaria, gross.....	4.50
Snowballs, white or natural tint, gross.....	3.00
Small Roses, any color, gross.....	2.50
Medium Roses, any color, gross.....	3.50
Large Roses, any color, gross.....	4.50
Mammoth Roses, any color, gross.....	7.50
Regular size Poinsettia, gross.....	3.50
Carnations, any color, gross.....	.75
Carnations, any color, on 12 inch stem, gross.....	.95
Clematis, gross.....	4.50
Apple Blossoms, with centers, per 1,000.....	3.85
Apple Blossoms, without centers, per 1,000.....	3.35

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American Shield in Floral Effect.
34 x 40 inches at, each.....\$2.00
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ILLINOIS

Leading Manufacturers of Artificial Flowers and Decorative Supplies



This attractive setting constructed entirely of EZY-BILT

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with EZY-BILT, the exclusive window board. Beautiful back-grounds, novel cut-outs, figures, relief ornaments, etc., are easily constructed of EZY-BILT with only the aid of a knife.

No expensive carpentering required. Will not bend, buckle, warp or sag. It is truly the win-

dow board of unlimited possibilities.

The ease with which it is worked and the low cost, make it desirable for smaller stores as well as the large.

Send for a sample and folder showing numerous suggestions—or take advantage of the Special Introductory Offer.

THE HUNT-CRAWFORD CO.

**COSHOCOTON
O H I O**

Special Introductory Offer

This offer is for our two new sizes as follows:

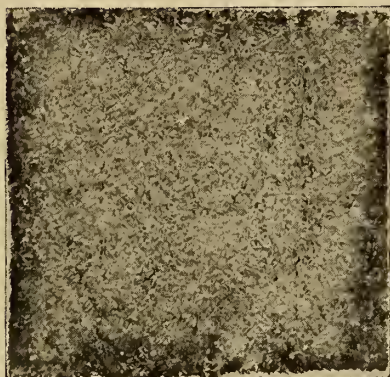
**14 Sheets, Size 36x48 in.,
\$5.00.**

**11 Sheets, size
36x40.....\$5.00**

Order one of these packages today and give EZY-BILT a trial.



L. BAUMANN & CO.—FLOWERS of All Kinds for Every Occasion



If you order decorations from us, you may be sure you will get them on time. We carry an immense stock at all times and this enables us to make shipments immediately upon receipt of orders. This is true at all seasons of the year.

Decorations for Floral Parades

We make a specialty of flowers for parade decorating and you will find them remarkably satisfactory for this purpose. They are substantially made and present a highly attractive appearance, yet they are very inexpensive. Our Chrysanthemum background is the best material on the market for covering cars or floats. PAPER HATS.

Patriotic Decorations of Every Kind

Our big line of patriotic decorations will appeal to the critical display man or decorator. We have a large variety of designs in papier mache, cut-outs, etc. These goods are the kind that will stand the closest inspection. They are accurately modeled and perfectly finished and they cost no more than you would have to pay for ordinary goods. You will probably require patriotic decorations during the summer and you can be sure that ours will be worthy on any occasion.



Beautiful Art Panels at Little Prices



Our art panels fill a long felt want. They are genuine works of art, reproduced from originals by famous artists. These panels can be furnished in a great variety of designs suitable to any season or occasion and they come in all sizes and dimensions suitable to window and store decoration. They are of a character that makes them suitable for settings of the highest class, yet they cost less than you would have to pay for the lowest quality of scenic painting. If you have not seen these panels, we will be glad to send you a special catalog showing them in full color.



Flowers for Every Requirement

Regardless of the kind of flowers you may need or the use to which they are to be put, we believe we can supply you better than any other house. We carry everything from low-priced paper goods to the handsomest of imported flowers and each item is the best of its kind at the price.

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Leading Importers and Manufacturers
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This book—a catalog and compendium of mercantile suggestions combined—mailed, postpaid, to any store executive writing us.

The Welch-Wilmarth System of Method in Merchandising includes Store Equipment for the display and efficient care of merchandise of every character—all constructed on the interchangeable plan—the largest and most comprehensive line of complete store fixtures for Department Stores—Clothing Stores—Dry Goods Stores—Cloak and Suit Stores—Specialty Shops.

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Welch-Wilmarth Companies

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MERCHANTS RECORD *and* SHOW WINDOW

VOLUME XLIV
NUMBER 5

MAY, 1919

Single Copies
Thirty-five Cents

The Store Front as an Investment

*Attractive store fronts pay big dividends—
Afford the first impression of the character of
store—Individuality the foundation of attractive-
ness—Examples of up-to-date store fronts.*



TRADE journals and newspapers alike are behind the Build Now—Buy Now movement. It is valuable propaganda in support of a common sense campaign and based on the expert knowledge and foresight of men in advantageous positions to speak authoritatively on the general outlook of the building conditions.

This campaign for the general good of all is a patriotic movement as well as one launched for the benefit of merchants, big and small, throughout the country, and is particularly pertinent to the retail merchant since it directly concerns itself with his business and affords a positive method of increasing sales and profits. No merchant that we can mention would knowingly allow such opportunities to evade his grasp.

His opportunity to produce more sales and gather greater profits presents itself in the store front. It can not be denied that the store front affords the first introduction between prospective customer and store, and it is this first meeting, as it were, that exerts a tremendous influence for or against. It has been said that, in these days of modern business methods a retail store stands or falls accordingly as it's front attracts or turns away prospective customers. The front is the face of the store and as the individual is judged by appearance so is the store.

Hundreds of merchants halted actual work on building when the war broke out and now that it is over have failed to take up the work where it was laid aside because of the existing high costs of ma-



STORE FRONT OF C. A. HIBBARD & CO., COLORADO SPRINGS, COLO. DISPLAY BY W. G. KURTH.



STORE FRONT OF CHAMPEAU'S, PUTNAM, CONN. DISPLAY BY C. REMILLARD.

materials and labor. In many cases the business of these men has grown with leaps and bounds until the present store facilities are insufficient for good service. Contemplated building or enlarging plans of four years ago hence should now be forced action since increased business has been added.

As previously stated, those who are delaying actual building, enlarging or remodeling in the hopes that costs will materially drop in the near future, should heed the advice of those who, after most searching investigation of present conditions, the necessities of the future and problems accompanying the reconstruction period urge that building of all kinds be done now. These same experts see no hope of material decreases in the prices of building materials and labor for several years to come. They advise that *it is the best business policy to build or make any necessary improvements now.*

"Build Now" is the spirit and actual recommendation of building experts and committees representing all trades and industries. Legislatures and investigating committees have in practically all cases found that the present prices of building materials are, with perhaps one or two exceptions, apparently

justified, and that there is little prospect of general reduction in any building lines in the immediate future. And further, from the evidence gathered, and a most careful study of the future problems, these same committees find that instead of prices coming down they are very apt to advance.

Millions of dollars are about to be released in building and remodeling, and in this great amount the retail merchant will be vastly represented, but in so doing he will be benefitting the community in which he does business, the country at large and himself.

To get back to the store front—here is where tremendous sums will be expended—not a great deal individually and not so much collectively when one considers the returns from such an investment—but a big sum when we refer to dollars expended and go no further.

A good attractive store front is a most advantageous investment which will pay big dividends. It is not an expense. Using money in the building or remodeling of a store front is merely investing that amount in a department of your store which has come to be recognized as the most powerful sales factor.



STORE FRONT OF THE JOHN SONIN STORE, FREMONT, NEB. DISPLAY BY D. F. RUSSUCK.



STORE FRONT OF THE CZECHORSKI SHOE COMPANY, MILWAUKEE, WISCONSIN.

The show window delivers the first message and is the foundation of individuality and attractiveness.

The attractive, individual store front is bound to arrest attention and it is this first impression that has a tremendous influence on the passerby. The front should be the first appeal and should present the major argument in favor of purchasing at the particular store.

Before action must come conviction, and convictions once impressed are the most favorable arguments for future sales. An impression—a strong, gripping picture seldom fails to bring results, and a favorable impression once made usually makes a dent in the memory of the buying public. Favorable impressions are master arguments and the merchant's greatest oppor-

tunity to bring these arguments to the fore is through the store front. The power of suggestion is a most positive force in selling, and the modern store front affords the most effective medium in presenting the selling suggestions to the shopping public.

The store front cannot be neglected. It is the introduction to your business and augurs the character of it, and the wise merchant will not neglect this all-important feature of retail merchandising.

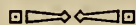
Shown here are several illustrations of new store fronts, and which may be of some benefit to merchants contemplating remodeling or installing new fronts. In the next issue the standards of store front construction will be discussed and in conjunction several modern store fronts will be illustrated.



DISPLAY BY H. L. ALENIER FOR SHARTENBERG'S, NEW HAVEN, CONNECTICUT.

Outside Show Cases

Creating additional selling displays by use of outside show cases—The second of a series of articles on how idle space is turned into a most profitable investment—Illustrating several types of cases.



THE coming months will witness vast building improvements of all kinds and reports from all sections of the country are to the effect that there will be unusual activities both in building and improving retail merchandising establishments. This fact foretells tremendous business activities, and, further, that competition of the most energetic sort will be experienced. In fact, this big business boom has previously been prophesied and it is most likely due to the inevitable increase in business about to be experienced that has given impetus to the building and remodeling movement among the retail merchants. "Build now—buy now" is a good slogan, but there are many merchants who will not build or remodel in the near future. Many of this number are nicely located in spacious and convenient quarters with all the modern improvements recently installed, but a great portion of this number have still opportunities to greatly increase sales through the utilization of vacant or dead outside store space.

Display is not only a salesman, it is the most important factor in the entire sales force of the store. Few sales are made today without the purchaser

having seen the materials he purchased, and the act of displaying goods has come to be recognized by the modern merchant as the chief factor in the selling of merchandise.

In the April issue of *MERCHANTS RECORD AND SHOW WINDOW* were shown several illustrations of various styles of outside show cases, in connection with an article on the value of the outside case as a selling force. This month another series of such cases and the various adaptabilities of them are shown.

Regardless of the beauty of the many interior displays and mindful of the fact that they may be very effective, one cannot avoid the fact that when a customer sees the interior displays he is already in the store, and undoubtedly there to buy. The duties of the outside case is similar to those of the show window—to attract attention, to create the desire to own and finally the will to have. The merchant is ever striving to attract the thousands passing his doors—he is or should be exerting every influence to attract the attention of these crowds and the best and about the only practical way is through attractive displays in the show window and the show cases outside.



The big, progressive merchants spend much money on their show windows and in these days \$200,000 is not considered too much to appropriate for window display during the year. It is a noticeable fact that these same merchants would like more show window space—a pretty strong argument for the value of display.

Added display space means more profits, and the most practical way to increase this space is use of outside show cases which are in reality auxiliary show windows, since the purposes are the same, and since the functioning of each varies little.

Every foot of street frontage should be making sales for the merchant, and those feet that go to waste means a loss in sales and profit because of failure to grasp or utilize a brilliant opportunity. These are days of keen business competition and opportunities are golden chances to be grasped or left serenely to themselves. But opportunities are rapid moving, and it seems that there are always certain fellows looking



for them. So it behooves us to be like the other fellow should we desire to reap some of the harvest. Where there is room for an outside show case and there is none, many dollars of possible sales is slipping by. Maybe there is a column or two idle or a long wall space. Then, again, perhaps there's room in the vestibule for a neat, practical case. These are points the merchant would do well to consider. In some classes of merchandise the outside case is better than the show window and for merchandise of suitable size it is equally efficient.

Practically every general store of average size have many lines rarely if ever displayed to the passing public, due perhaps to insufficient window display space. The outside case would solve this difficulty and at the same time expand the showing of merchandise and increase the sales.

The first photograph shows a fine installation of outside wall cases. These cases afford virtually as good an opportunity for display of merchandise as



may be secured from use of the average show window. Four large cases are shown with attractive displays of merchandise in addition to the three small sections between the major cases. The extreme value of this style outside wall case may be readily judged.

Another interesting use of outside cases is seen in the photograph of M. J. Smit Company store. This big Pittsburgh jewelry house utilizes every available foot of the front and side of the store. Here may be seen the case surrounding the column. These cases are 84 inches over all, with 16-inch marble base. The floor is inlaid parquet oak with mahogany border of neat design. It is completely equipped with electric lights, weather proof roof, doors, adjustable shelves, etc. The glass is of heavy selected quality polished plate.

A glance at the cases shown in front of the J. G. Lauer's Toy House will give some idea of the number of small articles that can be advantageously shown in this sort of case. Attention is called to the point that the merchandise displayed in the outside case stands out far more prominently than does the regular window merchandise. The cases are of the same height and finish as those described in the preceding paragraph.



Composition Board in Retail Store

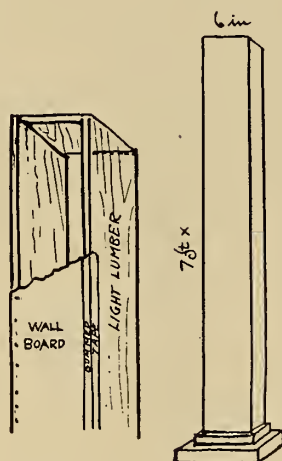
The first of a series of articles on composition board and its various uses—R. A. Garver discusses and illustrates several interesting features of this product—How to make pilaster and column decorations.



NEW uses of composition board in the display window and the various departments of the retail establishment are constantly being brought to view, and the adaptability of this material as employed today presents an interesting development from a few years ago, when its use was confined to window backgrounds and a few special features in the store interior. What is commonly termed composition board is now being used in a large majority of retail stores, to say nothing of its

and illustrated, together with information relative to its use in wall decorations, ceilings, casings and office finishings. The series of articles will undoubtedly

NO. 1

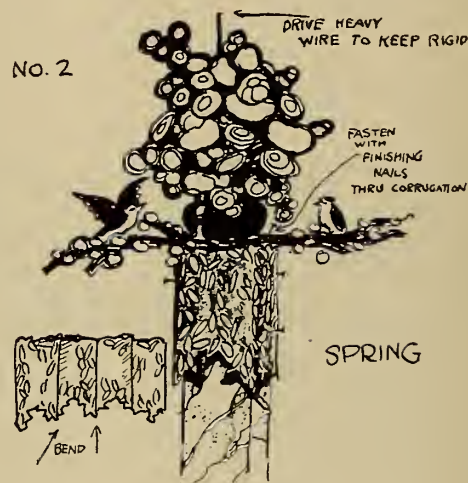


application in other pursuits, and in the former instance is recognized as a most important factor as a sales producer.

The uses and application of this material are practically without limit, and it will be the purpose of this series of articles to illustrate and define the many characteristics and uses of this important store necessity. Each month liberal space will be allotted in *MERCHANTS RECORD AND SHOW WINDOW* to the various uses of composition board, together with illustrations presenting old and new features, with complete directions for building and installing.

In a clear, precise manner will be told how to construct backgrounds, panels, screen panels, columns and pedestals, stands and fixtures. The use of composition board in making cutouts, pergolas, lattices, floorings, etc., will be thoroughly discussed

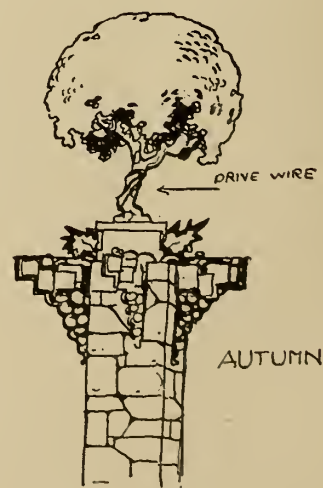
NO. 2



edly be of great educational value to display men and will be contributed to *MERCHANTS RECORD AND SHOW WINDOW* by the country's leading window artists.

As an introduction to this series R. A. Garver of Strasburg, Ohio, offers an interesting discussion

No. 3



of the value of composition board. In conjunction are shown several illustrations which should prove of assistance to display men and also offer suggestions for making pilaster and column decorations.

Mr. Garver's contribution follows:

"Composition Window Board is undoubtedly the best, handiest and most economical material used for temporary background building known. It is used by the large as well as the small town stores in America.

"The writer came to realize the use of composition board through a sample sent him, and first experimenting by making a small conventional tree, and was so pleased with the outcome that he at once ordered a quantity and through it has developed wonderful results. Perhaps the greatest use to which it is put is for backgrounds. Being smooth and extremely light in weight, it can be cut and



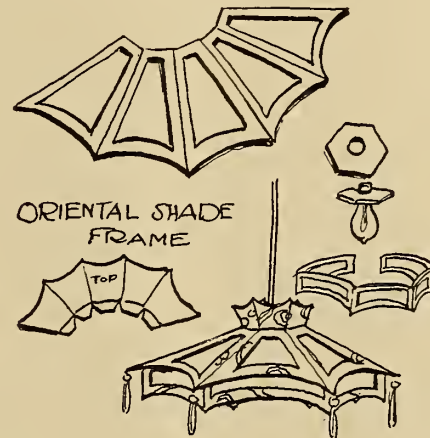
painted with pleasure, the face of it needing no sandpapering or sizing.

"In making pilasters or columns for decorations, especially for aisles, you can get a fair idea from the sketches shown. Decorations can be made each season with little labor and expense. Sketch No. 1 shows the pilaster 7' x 6" made by using two smooth boards braced on the ends with 6" x 6" square blocks. The opening sides may be closed with composition board making it light, yet having the appearance of a solid column. The corners may be finished with gummed tape. This column acts as a base for the decorating throughout the year.

"If you wish to have a spring effect, paint column some spring color, such as green, using cutouts and artificial flowers that are appropriate. For autumn take off spring decorations. Paint autumn colors by stippling over green with a sponge. First mix colors such as orange, yellow, red and violet. Place each color in four flat vessels, dip sponge in and stipple lightly here and there. This will give you a blended effect like Tiffany decorating. You may use just one color if you prefer.

"Long finishing nails are very handy in fastening cutouts. They can be driven through corrugations or edges where the pieces are narrow. Where

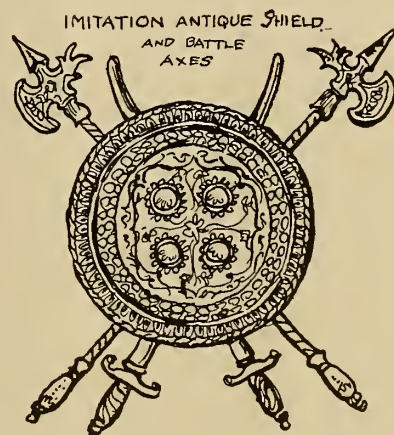
there are narrow, slender pieces, especially like the "tree trunk" in sketch No. 3, take heavy wire, hammer one end to give it a smooth point (see that it is straight), and drive through with tack hammer. This will hold the piece rigid.



"Oriental lamp shades, coats of arms, and shields may also be made out of composition board. These are made by cutting out in usual way, using gummed tape, thin paper, glue mixed with plaster of paris (to harden the material), and finishing nails.

"Lithograph pictures, trade marks and other sources of art may be pasted on the board and when dry may be cut out, giving them more prominence. This material is also being used extensively for theatrical stage settings and cutout scenic effects.

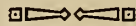
"A good imitation of circassian walnut, mahogany, walnut or other wood of a similar grain can be had in one process by applying varnish stain with



a sponge thus: Mix stain with about 1/10th of its bulk in turpentine, stir thoroughly, dampen sponge in water and squeeze out all surplus; then dip sponge in stain and draw over board (as it comes from crate), in long, slightly waved streaks. After doing this finish up with long continuous sweeps. Panels most any length can be finished this way, making excellent backgrounds.

Wax Figures Increase Sales

Great possibilities are overlooked in several departments through failure to use figures—Affords opportunity to add punch and to bring out many important points lost in the ordinary merchandise display—Creates more sales.



By R. T. Whitnah

THERE are certain departments in every store that are being slighted because of the small amount of window space granted each year. Look over your records and see how many displays you have had for infants' wear, lingerie, corsets and hosiery during the past year. Every one of these lines are worn the year around, although there are, to be sure, slow seasons. Yet, why is it, that these lines do not get the opportunity for more display? It may be through negligence of the head of this department, who may think that he has four seasons to one or two of other departments, but that won't save his hide at the end of the year. It may be through the negligence of the window display man-

ager, who gets "no" for an answer when he approaches this department head. It should be the duty of the display man to go over the former's head and present the facts, as it is to his interest to increase the business in all departments.

There are some great possibilities in these four lines of merchandise, if the display man will only put to use some of his wax figures. A figure in one of these windows wearing the hosiery, corsets or lingerie that is being displayed, and using proper accessories with same will make a window worth while, and will create sales for those departments. It will produce the life and put the "pep" into the window that will cause the public to pause. To



DISPLAY BY R. T. WHITNAH FOR CROSBY BROTHERS, TOPEKA, KANSAS



PLATE No. 1030 DISPLAY BY H. L. WINFIELD FOR THE EARLE STORE, PHILADELPHIA, PENNSYLVANIA

This extremely attractive display was arranged by Mr. Winfield just previous to the opening of the Devon Horse Show, a society event of Philadelphia. The background presented a large frame of composition board finished in gold. This frame was backed with velour of a dark

shade, presenting a most pleasing contrast. The horse was cut out of composition board, and the floor was covered with tan burch, giving it the effect of turf. The railing was also of composition board and the ornaments in background were bedecked with spring flowers.

demonstrate that this is really the case, make a display of corsets using wax figures dressed in corsets and posed properly. From the comment you hear you will know that some of the more demure or modest "old ladies" will even come into the store, walk up to the corset department, purchase their needs and say that she was so embarrassed she nearly fainted when she saw those corsets in the window. You have the satisfaction of knowing that this kind of a window will daze some of the people and they will come up to this department and buy before they have fully recovered from its groggy influence. Of course there are some who will run to the firm about it, but most of the public can be educated. Is it any worse to show corsets in the department store windows than to see trusses and abdominal supports in the drug store windows?

You will hear this same kind of comment on hosiery and lingerie displays. Comment for and against. Be it for or against, if the public is continu-

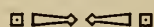
ally talking about your windows it brings others to see them. If the window has the "punch" then that same window will bring them in to buy,—and talk, too; and it is through this talk that you have the public watching your every move. Some display men use wax figures and some do not. At certain periods they are not as popular as at others, but if the display man has on hand, figures that are correct in shape, and pleasing in features and pose, he can add that punch to nearly any kind of a display he desires, and drive home to the public certain things to be impressed—the style, the fit, the new features of the article, the color in its true value over flesh colored limbs or arms or bust.

As a conclusion let it be said that in watching the sales of certain departments during the time they have had a window display, I have found that the window with the figure used properly, accompanied with a smaller amount of the merchandise, creates greater sales by far than the ordinary merchandise display.



Notes from New York

Gotham display men co-operate for success of Victory Liberty Loan campaign—Elaborate decorations planned for the reception of the boys of the 77th Division—Merchandise selling windows replace elaborate "atmosphere windows" during Easter Week—Adler Company opens another store.



By F. F. Purdy

INTEREST in the promotion of the Victory Loan was started at the now celebrated evening and supper at the Pennsylvania Hotel, at which some 150 officials and display managers and their assistants were in attendance—the largest local meeting of window decorators ever held in New York. Captain H. Ledyard Towle, chief of the window display division, advertising bureau, second federal reserve district, presided. The remarks of a visiting French officer were most entertaining and instructive, and a number of display managers voiced their loyalty to the cause and pledged their cooperation. Jack Cronin, display manager for L. Bamberger & Co., Newark, among others, stated the intention of his house to leave no stone unturned to make its cooperation strong, and this was the general sentiment. This

was carried out, as was seen on Monday, April 21, when the large stores came out in their full regalia of Victory loan propaganda. This was the date arranged for starting the sales campaign in the windows.

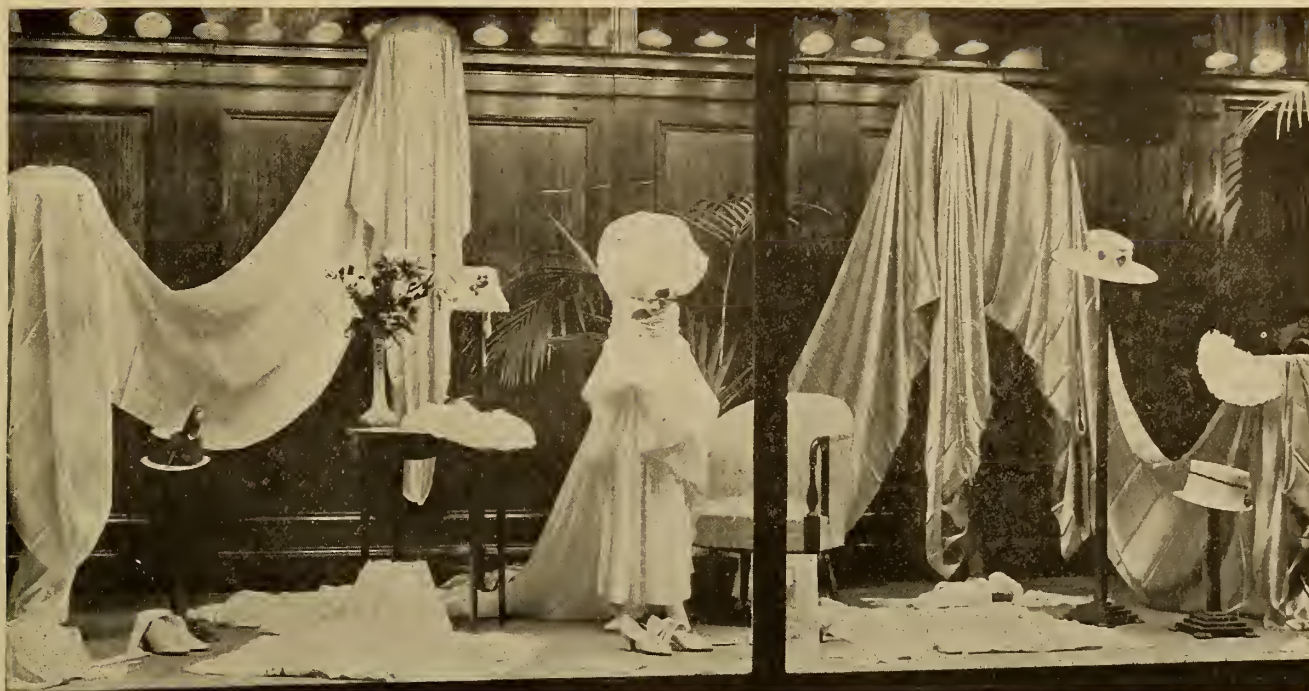
Doubtless the great pre-Easter week business had some influence with the government officials in not arranging for the window publicity to begin a week, or few days at least, earlier than the real sales campaign. No stores devoted their entire front stretch to the project, as in some previous campaigns, but gave it a large, prominent and well arranged space. The Committee planned an exhibition of paintings and sculpture along Fifth avenue which had never before been equalled in this country. The idea was to show, along the avenue, a



PLATE No. 1031 DISPLAY BY P. S. WILLIAMS FOR SCRUGGS-VANDERVOORT-BARNEY D. G. Co., ST. LOUIS, MISSOURI

This golf display was arranged in a corner window and but a section of the display shows in the illustration. The floor was covered with green moss and the background represented a large stone wall. On one side of the background was a large green and white porch shade,

and on the side wall was a four-foot striped awning. In the center was a large green wire trellis with pink roses climbing up same. Hickory furniture was used on which to display the merchandise. The literal use of ferns and palms greatly enhanced the effect.



DISPLAY BY CHARLES H. OVER FOR THE HUDSON BAY COMPANY, CALGARY, CANADA

chronological history of the war, assisted by the paintings and sculpture, running all the way from 59th street to the Victory arch, with one continuous succession of historical matter from one end of the avenue to the other. Display men wishing relics for further accentuation of the object were invited to send for them, and a number procured and showed them.

Everything was in fine shape for the opening of the Victory Loan campaign on Easter, the 21st. Over the entrance at Altman's was a great gold victory wreath, with the ubiquitous "V" in the center and "bonds" below. It carried the idea completely: the wreath was 20 feet high and was illuminated at night. Best & Co. had a window, center of which carried a statue entitled "Columbia victorious," the high-poised feminine figure bearing a sword aloft. At left was a large painting, illustrating "Victory Day" in New York, remindful of the frenzied crowds, vehicles off the avenue, confetti and torn papers in the air like a snowstorm, and which threw a thrill into all who were on the avenue that memorable day. To the right was a similar sized picture, "The spirit of 1917," with Columbia holding aloft the torch of democracy accompanied by the flag, in which duties she was assisted by fine figures representing the Army and Navy, all watching the departing hosts of khaki-clad soldiers marching below.

The Gorham Mfg. Co., on a raised platform showed one of their ecclesiastical windows, with an angel of peace, above being a small stand of colors of the Allies—at each side a fine American and Brit-

ish flag—at other side an American and French flag. Center, bottom, the American eagle—altogether a dignified and strong combination. A window of Franklin Simon & Co. showed a wide bas relief entitled "Salvation," illustrating the healing effects of the various agencies for ameliorating the ravages of war. Across the way Bonwit, Teller & Co., amid a collection of fine American flags and Victory Loan placards, made a hit with a framed array of all the division markings. New York has been full of soldiers of various divisions, and the crowds paused here to study these markings.

Lord & Taylor's Beautiful Windows

Lord & Taylor devoted probably more window space than other houses for this event, with Loan placards and foreign emblems of rank in corner window, and two of those neat and carefully wrought scenes elsewhere, typifying "zero hour," before "going over"; and "machine gunners," each scene giving every detail of woodland and army and trench life. The same house had another large window—center, rear, figure in wheel chair, with this inscription, "One of thousands who have sacrificed health and youth with a smile—you are asked to give only money." To left, portrait of Vice-admiral Gleaves, in charge of transportation of soldiers and supplies abroad; to left, portait of French admiral Gaston Grout, engaged so long in convoying American troops across.

The next big event here will be the parade of the 77th Division, the draft boys of New York of the "National Army," who gave such a splendid account

of themselves. The display managers of New York will spread themselves strongly on this, and among others, we understand that Mr. Frankenthal, at Altman's, will have the most elaborate decorations he ever put out on a similar occasion.

At a dinner in the grand ballroom of the Waldorf-Astoria last month, in honor of Rear-Admiral Usher, on his retirement from the service a half dozen wax figures looked down from the central box, with such expression and so beautifully clad, that the old sea dogs below are reported as titillated to their toes. Thereby hangs a tale. It seems that Admiral Usher was a schoolmate of Isaac Gimbel, head of Gimbel Brothers, back in his boyhood days in Vincennes, Ind. The dinner arrangements were in charge of Lieutenant Commander Frost, and it was a most natural thing for him to consult with Mr. Gimbel. A week or two before the dinner there was a little luncheon, over which to discuss arrangements, consisting of Mr. Gimbel, Commander Frost, and Andrew D. Hopkins, display manager for Gimbel Brothers. Evidently at that time a solemn difficulty was considered and the way out found. About 3,000 women had expressed a desire to occupy the galleries and look down upon the illustrious diners.

About 300 could be accommodated. The disparity in numbers was too great to play any favorites, and hence it was voted not to entertain the women at all. But another idea was sprung. Whether it was the idea of Mr. Hopkins or Commander Frost deponent knoweth or sayeth not. But the result was that a little party of graceful and refined debutantes occupied the leading box, looking down on toast-master Franklin D. Roosevelt, assistant Secretary of the Navy, and the naval and other dignitaries below. After sundry appreciative remarks and gestures by the diners, it began to percolate among them that things were not what they seemed.

During the week before Easter Gimbel's had in their ordinary Easter decorations, but did not attempt elaborate "atmosphere windows." Instead, there were merchandise selling windows—every one of them. The Gimbel store was up against a great record of last year, for a year ago they were busy on the great sale when the entire Greenhut stock was offered at the Philadelphia and New York stores and a tremendous sales record was made. But retail business hereabouts was excellent, and by dint of extra exertions Gimbels made a fine turnover to match that of a year ago.

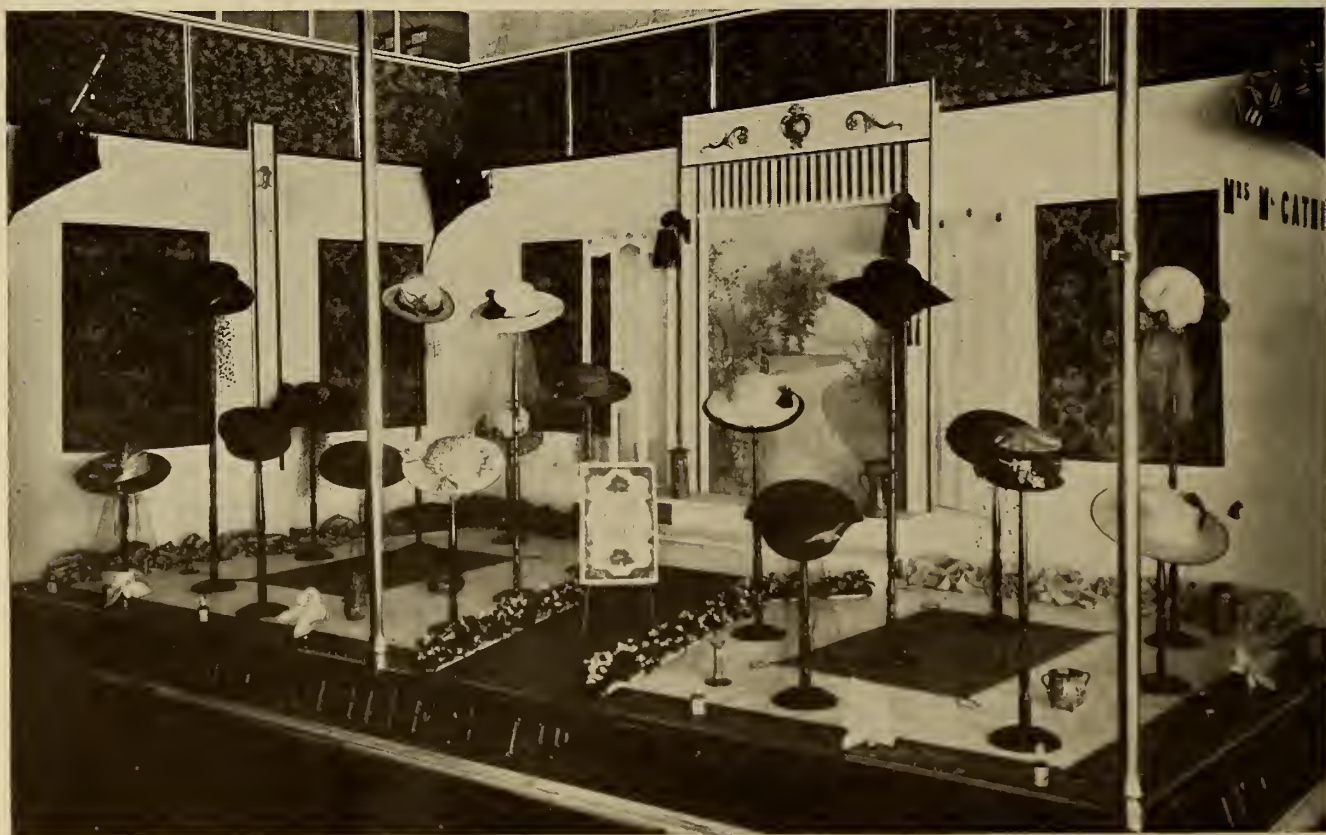


PLATE NO. 1032 DISPLAY BY A. JAMES FOR McCATHIES, LIMITED, SIDNEY, AUSTRALIA

The background of this display consisted of four screens and a water color scene, over which was a frieze 2 feet wide. The screens were made of 2x1 inch battons and covered with grey calico, which were given two coats of white distemper. In the center of each screen was a panel of fancy paper framed with a $\frac{3}{4}$ -inch bead and painted black. The scene presented a garden with a winding path in the distance, with a little girl picking flowers. The floor had two

panels, similar to the background panels, and outlined with heads. Around the window glass was a 9-inch border of paper, also outlined with heads. The woodwork in the center of the background forms an entrance to the gardens. The color scheme of this display was black, white and purple. Sixteen hats, four parasols, four handkerchiefs, six bottles of perfume, six veils and a few black and purple ornaments were used.



PLATE NO. 1033 DISPLAY BY LOUIS C. KIMBALL FOR KIMBALL & RICHARDS, SALT LAKE CITY, UTAH

While the business of displaying real estate is very much different than the form of showing other lines, nevertheless, the illustration above affords an excellent example of what can be done in the display window. The above display is artistic and Mr. Kimball is to be congratulated on this excellent work. The background is a reproduction of one of the streets in Gilmer Park, which has been successfully painted by a commercial artist. The picture of the summer

scene gives a beautiful effect. The painting sets three feet back from the window. The panels in the back were made of composition board and painted in three shades of brown. The floor is covered with clover seed of a rich brown color. The cards are light brown with dark brown lettering. The picture on the floor in the center of the window is a map of Gilmer Park in pale colors of green and brown with a dark brown frame.

John H. Beyer, display manager for James McCreery & Co., had in a fine front the week before Easter. The idea was to put the observer in front of each half front—of three windows each—in the position of being within a mansion and looking out. The central window of each half had a large latticed window in the background, overrun with lilacs and wisteria, and similarly at the back of each window flanking central window was a stone wall extending, with a great stone urn at each far end, and a narrow border of grass just before the stone wall, which wall, by the way, was very realistic indeed. Lilacs and wisteria filled the urns, and the backgrounds of each half, though separate in the three windows, were so designed as to form a continuation of plan, as well as a separate artistic entity. There was merchandise in the foreground of each window, all wearing apparel, with suits and waists, Easter millinery, shoes, gloves, bags, etc.

The week of April 21 Mr. Munn, of Franklin Simon & Co.'s, had in a fine bridal display occupying several of the windows. Mr. Munn figures, and rightly, that June will be a greater month of weddings than any other month in the history of the United States, with the soldiers and sailors returning, most of them with one thing supreme in their

mind's eye, the girl and the new home. Floral backgrounds in which flower baskets, orange blossoms and those "shepherd canes" played a conspicuous part, were in evidence, as a setting for the costumes of the bride and two bridesmaids. The fixtures were all covered with white ribbon and the great bridal bouquet was there. Besides, there was everything, from the going-away gowns and the millinery down to the bride's lingerie. Those who have played up the "wedding outfits" strongly have banked on a strong card.

That small corner window of Lord & Taylor not long ago had twice as many women admiring it as were before any of the large windows of the store. And four hats constituted the real attraction—hats of high degree, in a setting that accentuated their merit. The background was a highly colored floral-patterned chiffonlike fabric. At left was a great urn filled with daffodils which hung over the side in a large spray. Four colors were represented in four lengths of solid colored chiffon, each length (all of one color) being disposed about the window to advantage, amid the four hatstands and the two striking parasols that were also shown. Whatever it was, the window held the women, frequently exclaiming, and that's what's wanted, as we all know.



DISPLAY BY H. M. BANCROFT FOR T. W. MATHER COMPANY, PASADENA, CALIFORNIA

J. Kenny is back at Oppenheim, Collins & Co.'s store in Brooklyn, in charge of the windows, returning early last month. He was in the British army and a member of the celebrated Princess Pat regiment. He was in London at the time of the marriage of the Princess Patricia, with his regiment, and was a member of the guard of honor on that occasion. Jack Darling, his predecessor, is now with the Thalheimer specialty store, of Richmond, Va., in charge of the windows.

Display managers and merchants have been buying an unusual quantity of new fixtures and decorations for this spring. They seem to be running to bronze in the fixtures, and the new style front forms with low bust and large waist are popular. Wax figures are gradually coming to the front and attaining considerably larger use. The many alterations of stores and putting in of new fronts are making for an active business for the fixture people. A big retail business has been going on through the country, with the widespread employment at high wages, and improvement of stores seems to be the order of the day.

We have often noted in these columns that the line of advance for display managers who are looking for the next step is in the direction of merchandising. J. Kelly, formerly display manager for Oppenheim, Collins & Co., who afterward went to Lit's, Philadelphia, in the same capacity, and afterward to J. N. Adam Co., Buffalo, as a buyer, is now a buyer of women's suits and dresses at Wanamaker's, New York.

A gold star has for some time been on the door of the entrance to the display manager's quarters

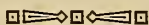
at Saks & Co. It is in honor of Harold Yockers, formerly assistant to Mr. Brink there, and before that to Mr. Richter. He died of wounds received in battle. He enlisted in the old 71st, and was transferred to the old 69th and went over with this regiment in the Rainbow division. Just a line in your honor, Harold—one of the display men who died for their country. Hail and farewell.

The 34th street block between Broadway and Fifth avenue is high priced renting property. The Riker-Hegeman drug store has withdrawn 10½ feet in width, evidently finding it more profitable to lease 10½ feet to the Adler blouse people than to sell merchandise there. The fifteenth Adler waist store was hence opened here April 14, in 10½ front only, and 50½ feet depth. Every inch is used to best advantage. The entrance is long, flanked by windows at each side, even with this narrow width. There are unit fixtures, of best possible design, mirror fixtures alternating with fixtures for display of waists, and all in a dainty shade, the decorations being in the Adam period style.

Andrew Gray Steen was a well known display manager, at Simpson-Crawford Co.'s some eight or ten years ago. We have just heard of him through Andrew D. Hopkins, display manager of Gimbel's, who was his assistant at Simpson-Crawford's and who met him recently at the Elks' Club of New York. Mr. Steen has joined the bloated bondholder class and is connected, in his own business, with the moving picture industry, to which he is furnishing films, chemicals and other ingredients and various mechanical parts, and making a good deal of money.

The Importance of Co-operation

The window display is a continuation of the newspaper advertisement and the respective department heads should work in absolute harmony—Advisability of placing sales reports in the hands of department managers—Affords means to measure results of efforts.



By Clement Kieffer, Jr.

I am now, and all the time, a firm believer in absolute co-operation between the Advertising Department and the Display Department of a business. The window should be an absolute continuation of the newspaper advertisement and should be in perfect harmony, the same as though part of the same lay-out.

Both advertising and display departments should be in possession of sales results. Only in such fashion can the success of an effort be measured and corrective remedies applied, when necessary.

From my experience I know that one form of display has helped to create an average demand for the commodity displayed, whereas another form of display

has resulted in large sales under similar economic and shopping conditions. If it were not possible to check up the results of such experiences it would be difficult to judge effects and apply remedies.

The other day I chatted with an advertising man about the relative drawing power of window displays. I wish to state here that he was not particularly impressed by the kind of work I am doing, and to clinch his argument mentioned a famous New York jewelry house, the fame of which is nation wide, which indulges in no window publicity whatever. I, in turn, reminded him that this firm did very little advertising of any sort.



DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, NEW YORK



DISPLAY BY T. FIGGEMEIER FOR GEO. INNES DRY GOODS COMPANY, WICHITA, KANSAS

This house is so firmly established with the American public, which can afford to buy its wares, that it is invariably thought of, by such a public, in association with any jewelry requirement. Now, again, take this same firm in Paris, France, for instance, where, not as impressively known as in the United States, they have to compete with a number of other firms selling their kind of wares—there this same firm advertises widely and almost the entire stock of jewelry is displayed in the windows during the shopping hours. Why this difference of policy? Here is the answer:

In one instance, through years of fair dealing it has built up a substantial and durable good will that has become a permanent reminder. In the European instance, however, this firm has to compete against equally important opposition, and to maintain its standing has to resort to every trade-building device.

Today, even a monopoly is in itself not sufficient to create a maximum demand for its product. To create maximum sales the product has to be made desirable by both of us for complete results. Behold the Standard Oil as an example.



DISPLAY BY MILTON L. HORN FOR THE NEW PHOENIX CLOTHING CO., MUSKOGEE, OKLA.



DISPLAY BY S. HART FOR THE PEOPLE'S OUTFITTING COMPANY, DETROIT, MICHIGAN

Advertising is rendered distinctive and impressive by developing originality of copy, layout, distribution of pictorial and decorative matter, until we have an advertisement which becomes a feature, one which is easily remembered through its power of construction and appeal. We cannot forget that "The Gold Dust Twins Do Our Work," that "United States Tires Are Good Tires," that "Uneeda Biscuit." We cannot fail to remember the dignified "Packard" ad with its wood-cut illustration, and we are led to believe that the globe is made bright with a fresh coating of "Sherwin Williams Paint."

How different these masterpieces of today when compared to the dead sequence of words we find in the advertisements of the older publications. We notice a still more violent contrast by comparing them with some of our current, alleged advertising which is done by the firm which thinks that "anyone can write an ad."

Just as advertising men aim at the unusual, just so do display men strive for effects. We also have our feature window through which we strive to show that we have some life above the neck.

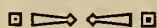
In window publicity I consider first—the *object of interest*, which is the article you aim to sell; second—the *objects of display harmony*, which are arranged to balance the window space; third, the *decorative accessory*, which aims to enhance the value or appearance of the goods exhibited. These accessories may be inserted or form a portion of the background. The fourth point is the *explanatory window card*. Under this heading are likewise placed price tickets, etc.

I am a firm believer in the "connecting link" form of window displays when a variety of articles are being sold by a concern. For example: I desire to give prominence to a line of coats suitable for cold weather. These are my "objects of interest." To suggest their comfort and warmth the "decorative accessory" would perhaps be a wine-colored or russet background. I would then link up my "objects of display harmony" by adding a few styles of heavy caps, some fur-lined and some heavy woolen hose. Thus would the buyer of the coat be reminded of a number of other things gloves, a muffler or two, a few large handkerchiefs required for his comfort, and with the practical certainty of buying some of them.



Charming and Brilliant Drapes

Herman Frankenthal arranges another beautiful series in the windows of B. Altman & Company—Styles, materials and color contrasts hold attention of Fifth Avenue crowds—Models of perfection.



SELDOM if ever have the show windows of the country presented a more brilliant and happy atmosphere than those of the present season, and particularly beautiful are the gorgeous drapes of new silks and fabrics. No longer do we find monotonous, simple colors; brilliant, fanciful and beautiful contrasts, charming in richness and variety have taken the place of the old. The latest materials with new color combinations as being ex-

hibited at the present time surpass, undoubtedly, anything in this line that has gone before, and it is interesting to note the remarkable extending of color schemes.

Worthy of note and also a fact calling for congratulations is the great strides made by American manufacturers during the depressing period of war, and American made materials are in tremendous demand with that demand rapidly increasing.





Having previously exhibited many exquisite models in brilliant color combinations Herman Frankenthal followed these bright colored exhibits with a beautiful series of form drapes with black predominating. It was a striking and exceptionally beautiful series that had crowds continuously before the great Fifth Avenue windows of B. Altman & Company, New York City, where Mr. Frankenthal directs the decorating department. Three illustrations of this series are shown here, the fourth drape being a previous exhibit.

Illustration number 1 presents an extremely popular and beautiful dress made of black lace flouncing which retails at \$4.75 per yard. Over the flouncing are two rows of black lace, and between the two flouncings a delicate light blue and silver ribbon serves to set off the laces in a most pleasing manner. Blue and silver ribbon is also used in making the vestee and is draped in the back so as to form a loop. A strip of narrow black lace is then placed over the ribbon on the vestee, completing a most interesting dress.



The dress presented in illustration number 2 is made of black French chiffon with blue, green and yellow large flowered design, material selling at \$10.50 per yard. The underskirt and also the sleeves of this dress is made of blue marquisette. The drape begins at the shoulder with a point of goods and is carried down in large, loose, graceful folds. Receding green and blue ribbons start at the waist from one side and is brought around to the back ending in a pretty loop.

Illustration number 3 shows another popular dress made of black and white voile, with the underskirt of black batiste. The trimming of the overskirt is exceptionally beautiful with the hem turning up in a cuff effect. The vestee is draped loosely and presents a most graceful appearance. American beauty ribbon and peacock blue ribbon is draped gracefully around the waist and skirt.

A striking gown is shown in the last illustration, it being made of French chiffon with Egyptian design. The color is a rich old rose and the material retails at \$4.50 a yard.

A Business Talk

To the Merchant:

You are a business man—here is a business proposition.

Read it—consider it—then act in accordance with your own best interests.

You know the present business situation and you have an accurate idea as to what may be expected from the near future. You have reason to believe that the coming fall and holiday season will be the best the retailer has ever known.

You also know that the merchant who goes after business most aggressively will get the biggest share—that the one who presents his merchandise most attractively will sell the most.

You know the value of display and you expect your display man to make the most of your show windows during the coming months of big business.

This is the proposition:

Send your display man to the I. A. D. M. Convention in Chicago next July—as a business investment.

Pay his way and get your money back with big interest in the information he will bring back home.

At the Chicago Convention the most advanced ideas in decoration, display and the handling of merchandise will be demonstrated and explained by the most expert display men in America.

Your display man will come home from Chicago with a full knowledge of how the best stores in the country will decorate their windows and display their merchandise this fall. What will that be worth to you?

This is a business proposition—you are a business man. Think it over.

—*The Editor*

A Business Talk

To the Display Man:

A ditch digger is paid for the amount of digging he does. You are paid for **knowing how** to do things—not for the work you do with your hands.

You, and all other display men, are paid according to your knowledge, which is the measure of your usefulness.

The more you know about your business, the more you are worth to your employer. That is the reason some display men get twenty-five dollars a week and others get one hundred—one of them knows twenty-five dollars' worth and the other knows one hundred dollars' worth.

This is just horse sense—here is the point:

One cannot stand still—he must either go ahead or drop back.
The display man who is not learning more and earning more is slipping.

That is one reason why every display man should attend the Chicago Convention of the I. A. D. M., if he can by any possibility do so.

This meeting is the greatest educational opportunity within the reach of the display man.

It teaches him more and spreads before him a greater variety of knowledge than he can secure from any other source in so short a time.

The knowledge a display man will acquire in Chicago will be new—it will represent the most advanced methods and the latest ideas of the best men in the business.

We earnestly advise every display man to attend the Chicago Convention and to give his full support to the International Association of Display Men.

We urge every display man to become a member of this association.

This advice is based upon the soundest of business reasons—**it will pay.**

—*The Editor*

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

SHOWCARD writing, or, correctly speaking, card sign painting, is an art that will and always should appeal to the average clerk or salesman.

In every store there should be someone who can make signs—if there is not, then someone should get busy with a marking crayon. To the person who thinks of making card writing a life work, I say in all honesty—don't. In itself there is no future—few card shops have made money. Some of the biggest shops, or to be precise, two of them, have practically quit hand work and gone in for lithographed cards for

to combine window decorating or advertising with the ability to make cards. The combination of any two of these is nearly always a winner—of the three, a certainty.



PRIZE CARD, I. A. D. M. CONTEST—BY R. T. WHITNAH.

national advertisers. Few indeed are the all 'round men who can go into a shop and produce ten to fifteen dollars a day of all kinds of work to please every patron. Yet it is necessary to do this to allow a man a salary of thirty-five dollars a week.

Again, few are the openings to pay these salaries. What should therefore interest a salesman or clerk is



PRIZE CARD, I. A. D. M. CONTEST—BY R. T. WHITNAH.

John Smith cannot pay a signwriter alone a salary, nor possibly a window decorator, but the combination appeals to him and he can and often will pay forty dollars to one good man quicker than fifteen to two half-baked workmen. Nor does a man have to have the ability he would have in a shop.

Tell the average beginner who wants to take up cardwriting that he could learn the machinists' trade in four or six months and he'd give you the ha-ha. Show him some finely printed prospectus where he can learn cardwriting in six months, earn eighty a week and get a diploma with a gold seal and a piece of pink baby ribbon thrown in for good measure and he falls for it. Country lads write me wanting to come to the city to learn it, but the game is too hard.

The time the most of us have put in to become skilled workers would, if expended in the pursuit of some worthwhile profession such as law, medicine or dentistry, have paid bigger dividends.

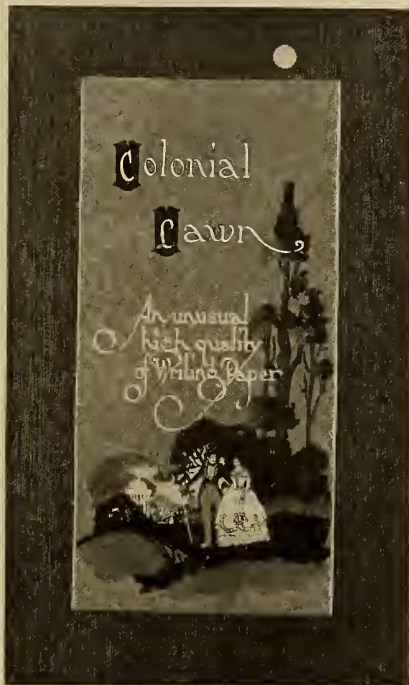
And once you are such an out and out fool to become a cardwriter you are marked forever. Combine it with window display—advertising—salesmanship—or let it alone.

As to correspondence courses, one clerk may get a lot of good out of them—another nothing. In this feature, natural aptitude counts. One person “catches on” quickly to the swing of a brush, another does not, hence there’s no line to be had there.

Every man can not be suited by the same brush. The thing to guard against is in not getting brushes with hair too long—to use what are commonly known as red sable, and shun so-called camel’s hair.

Few people know the hair in a brush—they think they do, however. If a brush suits you it’s good, if it doesn’t suit me, what do you care?

Colors are the next thing and here again is where one can afford to try at least three different makes in small lots—then settle to the one that suits.



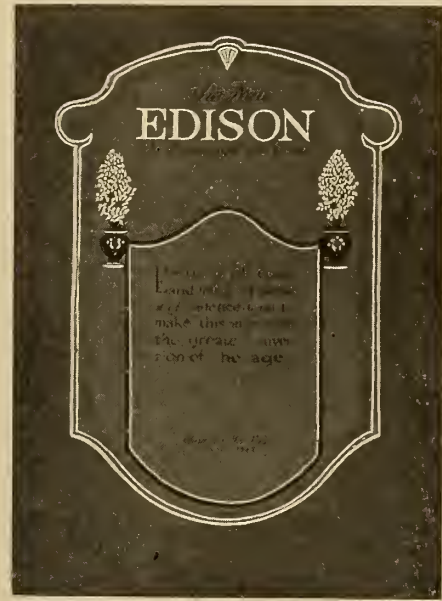
PRIZE CARD, I. A. D. M. CONTEST—BY H. H. SEAY.

For practice, the want ad sheets of a paper like the Chicago Sunday Tribune are ideal; that is, if used flat just as left on the front porch.

There is no doubt in my mind why so many fail is because they go at it too laboriously. They go at it in much the same way that most of us who are in the forties learned penmanship in our school days—the cramped hand style. If you in the twenties were taught the same way there was something wrong with your school board. This doesn’t apply to Chicago,

for if you read the papers—you’ll know there’s always something wrong with its board. But if you have ever been before a disciple of penmanship as taught in a business college, here you have seen action—freedom—and that’s the way to go at cardwriting.

Show some speed. If you were never fortunate enough to take muscular movement writing, go into a Chinese laundry and watch Sam “knock out” laundry tickets with a brush. May the “chinks” never take up



PRIZE CARD, I. A. D. M. CONTEST—BY R. T. WHITNAH.

sign painting—for they can handle a brush about as fast as anything on two feet.

Most of you will say, “Well, Hess is a cardwriter, of course he doesn’t want us to learn.” Wrong again. If you only knew it, I don’t try to get a showcard to letter from anyone. I have five old friends that I take care of and I dearly love to hear the phone ring at five minutes to five and hear someone say, “Our boy is on the way with some copy. Get ’em out tonight.” That get’s my nanny—and that is cardwriting. Get window decorating, advertising or salesmanship along with it, or better still, get cardwriting along with the other three or any of the three.

The day of gingerbread on showcards is past, for which all should give thanks. In this day of general publicity, the student in lettering should watch for good hand-drawn lettering in magazine advertisements and on street car signs. Lots of this stuff is good—very good, and invaluable as studies in colors or arrangement. Compare some of these with ninety per cent of the stiff, unsightly creations that often come with merchandise, and you cannot help but profit by the comparison.

Choose a single stroke upright Roman for one alphabet, an upright and a slant plug letter for another style, and some good Roman or plug figures and stick to them.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

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Telephone Harrison 3067

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Telephone 9618 Barclay

Official Organ of The International Association of Display Men

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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May, 1919

The Delivery Truck

HOW to get the maximum utility out of motor trucks was one of the many great problems of the war, and the careful study and experimenting during the period of conflict has brought to light many new methods of transportation facilities. The wonderful possibilities in the field of the motor truck were demonstrated in a variety of avenues, including its tremendous value to the wholesale and retail merchant as a means of increasing business, conserving energy, and as a great and efficient aid to community service. All this aside from its tremendous value in the many government uses.

The retail merchant is rapidly grasping the great opportunities of the motor truck delivery car, and reports from the truck manufacturers indicate that more trucks will be delivered to retail merchandising establishments during 1919 than the combined sales to this trade in the years 1917 and 1918.

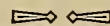
A fair example of the benefits derived from the use of motor delivery trucks in retail institutions may be gathered from the experiences of one merchant in a small Massachusetts town. The merchant, whose business consists of a general merchandise store, states

that his business has increased steadily since he purchased two motor trucks for use in his business. He further informs us that in many cases he is able to sell his merchandise cheaper than the other stores of the town. The fact that he has the trucks allows him the opportunity of sending them to the Boston markets daily, and in addition to making it possible to sell the products to the customers at a lower price scale than other merchants, it also allows him to carry stocks of goods without the usual large capital investment.

The United States Department of Labor recently issued through its information and education service, literature dealing with the commercial possibilities of local markets. It outlines rather extensively the various results as experienced by merchant and consumer and tells of the great work being done in various channels by motor delivery trucks.

Referring to the farmer the bulletin calls attention to the fact that the great markets of the world are open to him more and more because the motor truck brings him into the shadow of the city market. The farmer makes more profit by selling on the exact day he wants to sell. It enlarges his markets, too, for the city stands ready to consume or to ship all his products. As a result of this condition, the city man pays less for the country products—such as fruits, meats, vegetables, butter and eggs—and the farmer, because of increased and more efficient production, has made more money.

The merchant has the same opportunities to buy at lower prices and increase the volume of his business through similar measures as those above outlined. The motor delivery car is essential in these days of hustling business methods—where competition is ever present, and where quality and service in a great degree determines your success or failure.



Luxury Tax Paid by Consumer

A MISUNDERSTANDING that was quite general was cleared up a few days ago when the commissioner of internal revenue issued tentative rulings with reference to the luxury tax in the new war revenue act. Not a few were of the opinion that the tax was to affect the merchant as well as the consumer and that prices on merchandise would accordingly be increased. In the tentative ruling this point is cleared up by the decision that the tax is to be paid by the consumer to the vender and cannot be absorbed by the vender in the sale of an article.

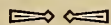
Merchants will be required to render returns covering the tax collected during a given month, and although their records shall be kept in such a manner as to indicate the tax received on each sale, the form of monthly return required of them shall show simply the aggregate amount of tax collected under each subdivision of the section of the law.

Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



SPEAKING before a conference of department managers of The Hub, Chicago, Henry C. Lytton, president of the big State street clothing house, said that he began business with \$20,000, of which amount \$15,000 was promptly spent for advertising.

"Advertising, honest merchandise and business integrity" were given by Mr. Lytton as the three cardinal principles of a prosperous business. He further stated that "if you deal honestly with the public and keep faith with your patrons in selling the class of merchandise you advertise you are bound to succeed."



Buy Equipment Early

WITH a period of assured prosperity ahead, merchants everywhere are actively preparing to make the most of the unusually favorable business situation. New equipment is being purchased while building and improvements are going forward on a scale such as we have not known since the beginning of the war.

It is true that prices of building materials are high compared with pre-war prices, but they are no higher than everything else the merchant buys and sells, and there seems little likelihood of any substantial reductions in the near future.

Shrewd merchants are buying all needed equipment and going ahead with improvements on the theory that such improvements will earn more than enough to make up any difference in price that might be gained by delay.

They are looking forward to the coming fall and

holiday seasons and anticipate the greatest buying era the country has ever known. With this in view they are preparing to make the most of the opportunity.

There is wisdom in ordering store equipment early—as early as possible. Even if fixtures may not be needed for several months it is a good business precaution to give the manufacturer plenty of time, as most manufacturers will be forced to the limit of their capacity during the weeks just preceding the opening of the season.

Many merchants were disappointed as to equipment for the past Easter season. Although the season was unusually late, it found them unprepared for the reason that manufacturers found it impossible to handle the flood of orders, many of which were received at the last moment.

Indications point to an even greater demand for fixtures this fall and it is good business to guard against disappointment. Get your order in as soon as you can, even if you stipulate a later delivery.

With the view of assisting our readers, we have collected a great amount of practical information concerning store equipment of every description. If you are in need of any such information, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store Fronts	Counters
Outside Show Cases.....	Wood Display Fixtures.....
Clothing Cabinets	Metal Display Fixtures.....
Bargain Tables	Wax Figures
Store Seating	Papier Mache Forms.....
Lace Racks	Electric Signs.....
Rug Racks	Window Lighting.....
Curtain Racks	Store Lighting.....
Window Backgrounds.....	Show Case Lighting
Cash Carriers.....	Mechanical Displays.....
Package Carriers	Decorations
Cash Registers	Valances
Delivery Wagons.....	Soda Fountains
Delivery Trucks.....	Metal Ceilings
Metal Furniture	Store Ladders.....
Shelving	

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store

.....

Cut out and mail to Service Department of Merchants Record Co., 431 S. Dearborn St., Chicago.

State Street Notes

Beautiful displays arranged during Victory Liberty Loan drive—Interior decorations at Marshall Field's—May sales of undergarments prominently featured in display windows—Several new stores opened.



AS in all previous patriotic campaigns the Chicago display men were strongly behind the Victory Liberty Loan and many beautiful and powerful appeals were presented through the show windows of Chicago's big stores. At Marshall Field & Company's the main floor was unusually attractive with hundreds of flags of the Allies. Over that great promenade running between Randolph and Washington streets were festoons in buntings of the Allies' colors together with American flags and the Victory Liberty Flag designed by A. V. Fraser, head of the decorating department of the country's greatest merchandising institution. Statues of the prominent hero generals also lined the promenade. Green and gold foliage was abundantly used throughout. For true beauty of treatment combined with tremendous value in appeal was the "Victory display" in the great window at the corner of State and Washington streets. It is this window, the

largest and most valuable of all the Field windows, that has been given over to every patriotic campaign. Many truly wonderful displays have been placed in this great display space, among them the appeals in the first four Liberty Loan drives, but it is extremely doubtful if any ever surpassed the latest one for beauty, simplicity and appeal. The background was a massive drape of American beauty red, now known as Victory red. In the center, directly in front of the large drape, was a monster V about ten feet high. At the top was the American eagle finished in gold with American flags draped from either side. A great bush bearing American beauty roses stood in the center foreground and completed perhaps the most striking display of its kind ever produced.

Mr. Tannehill at Carson, Pirie & Scott's had another of his beautiful appeals with Victory red as a background and the same material covering the



SPRING DISPLAY AT THE HUB, CHICAGO. ARRANGED BY DISPLAY MANAGER BEAVERS.



DISPLAY BY W. GUY WARNER FOR D. S. KOMISS & CO., CHICAGO, ILLINOIS.

floor. In the top center was the eagle from which an American flag was draped. Two great Vs of gold with Victory red lettering served as cards. This window presented a most artistic appeal. At the Boston Store, Display Manager McCormack drew great crowds to his patriotic window by cleverly featuring the "Arch of Victory," the American eagle and flags. At the Fair, where Mr. Herr directs the display department, Victory red formed the background of the Victory window. Directly in front was a big V in national blue. At either side stood a massive gold column with the flags of the Allies at the top of each.

Persons looking for pleasing surprises in window display will usually find them at C. D. Peacock's jewelry store. Last month was noted in this department the beautiful ecclesiastical display arranged in one of the small windows of this well-known jewelry house featuring "Christ in the Garden of Gethsemane," and this truly exquisite picture, remarkable in its simplicity, is still being talked about. During the recent loan drive two scenes were presented in this same window which carried unusual power of appeal. One was entitled the "Fire and Sword," with houses burning and soldiers lying dead in streets and fields. On the other side was shown a peaceful American home. A large "horn of plenty" was nearby with good things issu-

ing forth. The Statue of Liberty was in the center background.

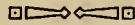
The usual "May sales" of undergarments are in progress at this writing and it is noticed that they are somewhat more elaborate than in previous years. Mr. Moyer, display manager for Chas. A. Stevens & Bros., has devoted that entire "island window" to the showing of silken undermaterials, and his window holds one of the most beautiful displays of high grade undergarments ever exhibited on State street.

Since the April issue of *MERCHANTS RECORD AND SHOW WINDOW* several new stores have been opened, amongst them being another Albert Hoefeld store. The new one is located at the northwest corner of Randolph and Dearborn streets, in the new Woods Building and is the seventh Hoefeld store in the loop. It is a choice location and has five large show windows, three on Dearborn street and two facing Randolph. Hanan & Son, shoe merchants, attained a most desirable spot for business when it secured the main floor store space at the southeast corner of State and Washington streets. The store opened recently and is a most beautifully finished place of business with ample window space.

The second store to open in the Marquette Building, Dearborn and Adams streets, during the past six weeks is the Woodward Holmes tailoring store.

The Drug Store Window

"Co-operation between display man and manufacturer" subject of the third article of this series—Use of advertising matter supplied by manufacturer should be encouraged—An aid to display—A few examples of manufacturer's material in actual work.



By Geo. F. McConnell

MANUFACTURERS all over the country are spending thousands of dollars on advertising matter intended for use in the display window and store interior. Thousands of dollars worth of this same advertising matter is wasted through the lack of co-operation between the manufacturer and the display man. There is no mistaking the value of this material to the display man, as many attractive displays can be built with its use.

Mr. Clement Kieffer, Jr., in his address to the Business and Re-construction convention of the Advertising Affiliation at Buffalo and presented in the April issue of the *MERCHANTS RECORD AND SHOW WINDOW*, made a very good suggestion to the manufacturer and one which should be appreciated by them. Mr. Kieffer suggests that the advertising department of the manufacturers, or those in charge of

distribution of this material, should communicate with the display man instead of sending out the material indiscriminately, and causing a lot of waste.

This suggestion is a timely and practical suggestion and I trust that the manufacturer will take advantage of the tip. However, while they are thinking this over, let us display men get busy and drop a line asking them to send us their line of advertising matter. Tell them that we need their co-operation and that if they will address material to the display department direct, it will be sure to be received by the display man and made use of, instead of finding its way to the rubbish heap, which invariably happens when the department is not specified. It is essential that all this material should be kept handy so that it can be found at a minute's notice when required for a display. A rack should be built with separate compartments for each manufacturer, or



DISPLAY BY GEORGE F. MCCONNELL FOR JASSBY'S, MONTREAL, CANADA.



DISPLAY BY GEORGE F. McCONNELL FOR JASSBY'S, MONTREAL, CANADA.

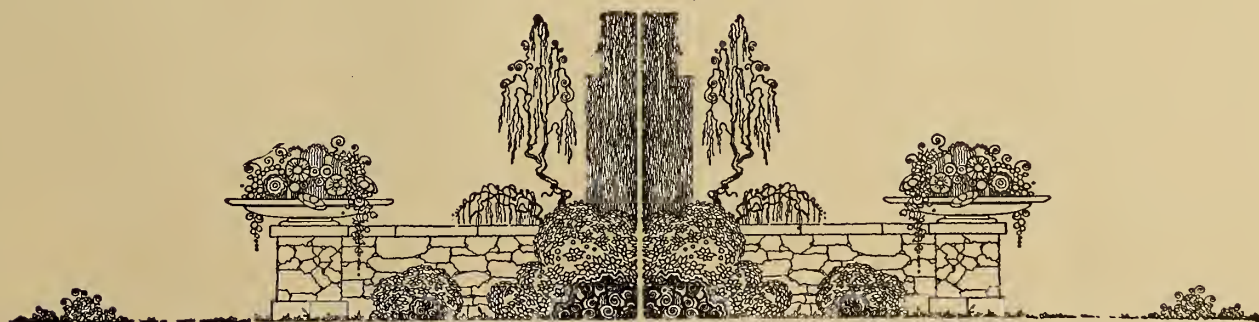
arranged alphabetically according to the name of the article. When new material arrives it should be put away at once, which will avoid much waste of time.

Advertising material supplied by the manufacturer was used in the displays reproduced here. The first illustration shows a display of Smirnoff's Russian Shampoo Powder. The large sign in the centre, the ladies' heads, candlesticks, cartons and show cards were all supplied by the manufacturer. The background was constructed from composition board and painted in bright colors, and a purple curtain was draped at the back. The cartons were yellow and black with gold lettering.

The second illustration shows a display of "Dyola Hat Dye." The card and cartons were supplied by the manufacturer in this case also. The centre piece was cut from composition board and colored

with the hat dyes; the side panels were also treated in the same manner. The bottle standing in the centre was also cut from composition board in imitation of the original bottle. Artificial flowers were arranged at the back of the window. In the third illustration the manufacturers contribution consisted of cartons. These are arranged to represent a clock in the center, and secured to panels at the sides.

There is no limit to the amount of attractive displays that can be made with the aid of the manufacturer, and if the method I have outlined is closely followed, it will be an easy material suitable for any display. Although this article was written with the drug store in mind, many manufacturers handling other lines put out equally as attractive advertising matter, which can be used to advantage in all classes of stores.



International Association

— of —

Display Men

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T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

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President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

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C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

The President's Message

NO doubt a great number of you have begun to think over how you can spend your vacation profitably. May I suggest that you give consideration to a trip to Chicago about July 14, 15, 16 and 17, 1919, and attend the convention of the International Association of Display Men.

There will be a great number of practical demonstrations on display work. We can all tell how a

a pronounced success with a national reputation, that they are mostly men outside of Chicago and New York. These large cities have no corner on the brain market when it comes to display work. Neither do all the ideas originate there. Some of them feel they are at the top so we must pity them, as when you are at the top there is no place to go but down. Some of them never leave the cities and their work shows it. They have draped silk in the same fashion for the past ten years.

But the majority of the boys have worked their way up from small towns even as you and I, and they are the boys you will meet at the convention. They are broadminded and want to help you all they can. One remarked to me when I asked him to become a member of the International Association: "How much can I put into this thing to help the other fellow?" "By golly," I said, "I'll buy you a drink—you're a real fellow." The majority say, "What good will the association do me?"

One has the right spirit who makes such a suggestion if he is a man in one of the larger cities. If you are a beginner you are the one to ask "How may I profit by becoming associated with such an organization?" If you are a man of years' experience it is up to you to ask yourself "What right have I to say how I can profit by becoming a member?" In the latter case you should say, "How much can I put into the association to make it a success, as it represents my profession, and how can I help the other fellow to get along?" Try it—it's a great feeling to know you are a potent part in helping some one else climb the ladder.

To all I say, from now on, let's help each other and plan now to come to Chicago. When I say "all" I mean the fellow who is starting in—we want you.

Can we help you?

E. DUDLEY PIERCE,
President I. A. D. M.



HOTEL SHERMAN, CHICAGO. CONVENTION HEADQUARTERS

thing ought to be done but when you see the thing executed before your eyes you then remember how it was and make notes and profit thereby. Coming into contact with other men in the same line of work, and the exchange of opinions and ideas is an inspiration to any man. How can you spend a more profitable four days than at the Chicago meeting?

You men in the smaller towns are the men we want. You will find if you study the men who are



FLORENTINE ROOM, HOTEL SHERMAN, CHICAGO. THE CONVENTION HALL

A Letter from the Secretary

ALL signs indicate that the twenty-second annual convention of the International Association of Display Men, to be held in Chicago, July 14, 15, 16 and 17, will be the largest gathering in the history of the organization.

In the first place it will be the first "Peace" Convention. The Association was holding its Convention in Chicago in 1914 when the war broke out in Europe and all conventions since that time have been more or less affected by war conditions. In fact there were several times prior to the last two Conventions when the advisability of postponing the meetings was seriously discussed.

Those were gloomy days indeed, and it speaks well for the spirit of the Association to say that in spite of the discouraging times the meetings were held with regularity.

But now that is all over, we have nothing but a bright future to anticipate. The war, however, did bring to the notice of a great many people the fact that the display window was a great medium of publicity and that the display man was an important figure in the commercial world. Display men were called on by the Government for assistance and they did valient work for the great cause.

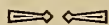
At the coming Convention it would be well to have one session devoted to a discussion of the future of the Association and its value to the display man. The Association can be of great benefit

to its members if some definite steps are taken in the right direction. I hope that such men as Millward, Lindblom, Potter, Berg, and others of their type will come to the convention and bring with them some suggestions which will help in making the Association a more valuable factor in the life of the display man. It is true that it does not cost much to belong to the organization now and that the members get their money's worth, but I wonder if some more tangible benefits could not be secured in some way. I would suggest that we all think this over and come to the Convention prepared to offer some help along this line.

One other thing for the members to think about seriously between now and the date of the meeting is the secretaryship. The present secretary will be unable to continue in office after the Convention and some good man should be selected to take his place. For some time past the thought has been in the minds of a great many members that we should have a secretary who could devote his entire time to the Association and its welfare. But it would probably require at least \$5,000 a year to hire a good man and maintain an office for him. He would be worth the cost, undoubtedly, but the Association is not strong enough at the present time to undertake this. So, what are we going to do? Let's think this over and see if we cannot arrive at some satisfactory solution. At any rate, let's be looking over the field and find out what good material we have for

the secretaryship. I might mention the names of half-a-dozen men who could fill the place "fairly" well, but we want some one who will do extraordinarily well if we can get him.

D. B. BUGG, *Secretary*.



Chicago Equipment Men Ready

DISPLAY men attending the twenty-second annual convention of the International Association of Display Men are to be royally entertained by the Chicago Association of Display Equipment Manufacturers during the four days of the I. A. D. M. meeting in Chicago, July 14 to 17. This organization whose activities in the interest of the International Association of Display Men in past years is well known, is making even greater efforts than ever before with the purpose of making the coming meeting the greatest in the history of the association, and one that will be remembered for many years to come.

Frequent meetings have been held and the several committees appointed by President Gelderman have reported their plans as complete and now await the arrival of the display men.

The delegates will be welcomed by a committee from the Chicago Association of Display Equipment Manufacturers and on the first evening of the convention will be given a lake trip, one of the finest boats on Lake Michigan having been chartered for this occasion. Entertainment and dancing will be provided and a most enjoyable moonlight excursion is in store. On Tuesday night the display men will be let loose in Riverview Park with amusements galore, and everything free. Wednesday evening an elaborate banquet and entertainment will be provided with dancing following the professional entertainers.

Tuesday afternoon, May 15, will be ladies' day and a committee headed by Frederick Watkins will provide a most enjoyable half day for the visiting ladies and children. An automobile drive and luncheon is one of the features planned for the fair sex.

The Entertainment Committee, consisting of Sidney Kling, Harry T. Jones and George A. Cowan, have plans perfected and every detail carefully considered, and visiting delegates will be well cared for.

The I. A. D. M. Program Committee, of which George H. Lamberton, Chicago, is chairman, has arrangements well under way and plans of the booth space for exposition purposes will be mailed to all prospective exhibitors Monday morning, May 19. The accommodations for expositions of this nature are particularly advantageous in the convention hall of Hotel Sherman and plans are calculated to present great improvements over previous exhibitions. The list of demonstrations is rapidly being completed and will include the country's foremost artists. The complete program of demonstrations will be printed in the June issue of *MERCHANTS RECORD AND SHOW WINDOW*.

A Source of Inspiration

I HAVE been asked this question: "What could display men do, individually and collectively that many of them are not now doing, to aid and promote window display advertising?"

Individually speaking, many live display men are constantly digging for knowledge, for new matter, unusual effects, inspiration for art development, things to attract and interest the sense of sight of all human beings. His hours are the biggest portion of twenty-four per day. If not in actual labor, it is in study and thought and it makes a combination of these two elements to produce results.

On the other hand, hundreds of display men who should follow these same methods of such leaders and live wires are too well satisfied to take things and conditions as they come and are satisfied to let the leaders produce the many remarkable effects which have gradually brought the window display advertising somewhat nearer its goal of supremacy.

These drones, we might call them, are satisfied to make an effort to copy these effects with the results that they either make a silly botch of some color scheme, or if the color effects are right, perhaps, the decorative setting and arrangement of merchandise are entirely out of keeping with the season. This is not merely bunk, but facts, that anyone with common judgment of such things can observe each season.

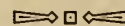
Collectively, the display men of the country and of every community, can develop the character and methods of this unlimited profession and increase its value to all retailers, wholesalers, manufacturers, and to individuals connected with display work, by a greater co-operation and organization of broader business scope. The International Association of Display Men is such an educational business organization.

This organization has been greatly responsible for the upbuilding and elevating of the display profession, through their annual conventions. These conventions are a great source of inspiration for the professional display men and are especially educational for the beginner.


If you are interested in the advancement of yourself and the display profession, you will make an unusual effort to come and mingle with the thousand co-workers and soak up a world of inspiration and ideas.

T. G. DUEY,

First Vice President I. A. D. M.




READ the I. A. D. M. contest rules, on another page, and get busy with your photographs. Entries must be in Secretary's hands not later than July 10.



Annual Contest of the I. A. D. M.

Important changes made in rules governing the annual contest of the International Association of Display Men—Entries should be directed to Secretary D. B. Bugge, Hotel Sherman, Chicago on or before July 10.



VERY few changes have been made this year in the rules governing the Annual Contest of the International Association of Display Men, but the changes that have been made are important.

The rules should be read carefully and rigidly observed in order that the prizes may be awarded on merit rather than through the default of some unfortunate or careless contestant.

Perhaps the most important change made relates to the character of the prints entered. Prints should be in black and white only, and browns, grays or other tones should not be submitted. Of course, this does not apply to the hand-colored classes. Due notice of this change in rules appeared several months ago in the *MERCHANTS RECORD AND SHOW WINDOW* so it is hoped that contestants who have already had prints made, have taken recognition of the change.

No photographs larger than 10x12 will be accepted. All photographs must be at least 5x7, but the larger size is preferred.

Fictitious names or nom-de-plume will again be eliminated. Contestants need only enclose their names and addresses in the package and the Secretary will make the necessary records so that the judges will not know the identity of the contestants.

Contestants should forward their entries in ample time so that they will reach the Secretary at the Hotel Sherman, Chicago, not later than July 10, 1919. Delays in mail and express should be anticipated and plenty of time for these delays should be allowed. Do not forward any entries to the New York address of the Secretary, nor to any other address except to the Hotel Sherman, Chicago, Illinois.

Following are the rules governing the contest:

RULE 1—All members in good standing are eligible to enter photographs, sketches, drawings, show cards, etc., in open classes.

RULE 2—Members in good standing who have not won more than two first prizes in previous contests of this Association are eligible to enter photographs, sketches and drawings in the limit classes.

RULE 3—A committee of twelve judges shall be appointed by the President to judge the classes, as follows:

Three judges to judge Classes Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 32 and 40.

Three judges to judge Classes Nos. 13, 14, 15, 16, 17, 18, 19, 20, 23, 31 and 41.

Three judges to judge Classes Nos. 21, 22, 24, 25, 26, 27, 28, 29, 30, 33, 34, 35, 36, 37, 38, 39 and 42.

The above nine judges to judge Class No. 43, known as the sweepstakes class.

Three judges to judge the show cards.

RULE 4—All competing matter must be work that has been executed between the 21st and 22nd annual conventions of this Association.

RULE 5—All awards to be made by comparison.

RULE 6—Show cards and price tickets must be work that has been used in window or interior displays (except air brush designs, Class No. 46) and must be the work of the member entering it.

RULE 7—The judges shall reserve the right to reconsider their verdict should the occasion warrant the same.

RULE 8—A photograph shall be entered in only one class. The same photograph cannot be entered in two classes, nor can it be entered in both the open and the limit classes, with these exceptions: A photograph can be entered in any of the open or limit classes, in black and white, and a hand-colored duplicate can be entered in the hand-colored classes, Nos. 40, 41 and 42. Also a single photograph may be entered in any one class and it may also be one of the collection in the sweepstakes Class, No. 43.

RULE 9—All photographs entered shall be in black and white only (except hand-colored photographs in classes 40, 41 and 42).

RULE 10—All photographs, sketches, drawings and cards shall be distinctly marked with the number and class in which they are entered, for example "Class 10—Open," "Class 16—Limit."

RULE 11—All signs or marks of identification on matter entered shall be erased or covered over. Otherwise it will be disqualified.

RULE 12—The name and address of the contestant shall accompany the package for identification by the Secretary, who will number and keep a record of each article entered.

RULE 13—All entries shall be in the hands of the Secretary at the Hotel Sherman, Chicago, not later than July 10th, 1919. Send packages by parcels post or express prepaid.

RULE 14—All matter entered in this contest shall become the property of the Association to be used for educational purposes. Duplicates not winning prizes to be returned to owners.

RULE 15—In case of a tie in points in either of the Grand Prizes, the Executive Committee shall review the entries of the contestants affected by the tie and decide the winner.

RULE 16—No photograph or drawings will be accepted larger than 10x12. Mount photographs lightly at the corners only. Inexpensive mounts are preferred, as these will be destroyed and the photographs remounted in portfolios for preservation and educational purposes.

RULE 17—The title of Champion shall be conferred upon any member winning three hundred points, or more, in at least two or more annual contests of this Association. A suitably inscribed gold medal shall be awarded to all such members.

THE CLASSES AND PRIZES

CLASS 1—For photograph of best window display of women's wear (cloaks, suits, dresses, wraps, waists, skirts, etc.).

CLASS 2—For the best window display of piece goods (silks, dress goods, wash goods, etc.).

CLASS 3—For photograph of best window display of millinery.

CLASS 4—For photograph of best window display of furs.

CLASS 5—For photograph of best window display of linens.

CLASS 6—For photograph of best window display of infants' wear.

CLASS 7—For photograph of best window display of lingerie or muslin underwear.

CLASS 8—For photograph of best window display of corsets.

CLASS 9—For photograph of best window display of handkerchiefs.

CLASS 10—For photograph of best window display of ribbons.

CLASS 11—For photograph of best window display of women's neckwear.

CLASS 12—For photograph of best window display of notions.

CLASS 13—For photograph of best window display of toys.

CLASS 14—For photograph of best window display of knit underwear or hosiery (men's, women's or children's).

CLASS 15—For photograph of best window display of men's clothing.

CLASS 16—For photograph of best window display of boys' clothing.

CLASS 17—For photograph of best window display of hats or caps.

CLASS 18—For photograph of best window display of shirts.

CLASS 19—For photograph of best window display of furnishing goods.

CLASS 20—For photograph of best window display of shoes.

CLASS 21—For photograph of best window display of books, stationery, sheet music, pictures, etc.

CLASS 22—For photograph of best window display of jewelry, cut glass, china, art ware, etc.

CLASS 23—For photograph of best window display of sporting goods, sport wear, etc.

CLASS 24—For photograph of best window display of hardware, gas or electrical fixtures, woodenware, house furnishings, etc.

CLASS 25—For photograph of best window display of musical instruments and accessories.

CLASS 26—For photograph of best window display of carpets, rugs, draperies, curtains, etc.

CLASS 27—For photograph of best window display of furniture.

CLASS 28—For photograph of best window display of drugs, druggists' sundries, toilet goods, patent medicines, cigars, tobaccos, etc.

CLASS 29—For photograph of best window display of groceries, provisions, confectionery, etc.

CLASS 30—For photograph of best window display of luggage, leather goods, etc.

CLASS 31—For photograph of best tableau or patriotic display. (There are many special displays arranged to co-operate and give publicity to some national campaign, civic or charity function, memorial displays, etc. These are valuable and the Association encourages them.)

CLASS 32—For photograph of best drape. (This class is to bring out new drapes, on forms, figures, fixtures or any new ideas or propositions. These are to be photographed separately from the window displays and not to be confused with Class No. 2 of this contest.)

CLASS 33—For photograph of best and most attractive effect produced with artificial flowers, foliage, art paper, papier-mache, plaster, scenic or any other decorative accessories.

CLASS 34—For photograph of best booth or interior decoration of store or public building.

CLASS 35—For photograph of best decorated float or automobile.

CLASS 36—For photograph, pen and ink drawing or water color sketch of best post, table or ledge display.

CLASS 37—For best pen and ink, pastel or water color sketch offering a suggestion for a window background. (Award to be made on execution.)

CLASS 38—For best suggestion for a window display, to be worked out in pen and ink, pastel or water color sketch. (Award to be made on originality and practical ideas advanced. This class is to draw out the new ideas in arrangement of merchandise, or suggestion for method or idea of connecting up window displays with advertisements, songs, or pictures.)

CLASS 39—For best drawing or sketch offering a suggestion for a float.

CLASS 40—For hand colored photograph of best window display of any kind of women's, misses' or children's wearing apparel.

CLASS 41—For hand colored photograph of best window display of any kind of men's or boys' wearing apparel.

CLASS 42—For hand colored photograph of best window display of any kind of article other than wearing apparel.

PRIZES IN OPEN CLASSES

First Prize in each of the above classes is a silver medal and 15 points on Grand Prize.

Second Prize in each of above classes is a bronze medal and 10 points.

Third Prize in each of above classes is a ribbon and 5 points.

Limit classes to be in duplicate of first 34 classes.

PRIZES IN LIMIT CLASSES

First Prize in limit class is a blue ribbon and 15 points.

Second Prize in limit class is a red ribbon and 10 points.

Third Prize in limit class is a green ribbon and 5 points.

CLASS 43—Sweepstakes Class. For the best collection of twelve photographs of window displays of any kind of merchandise. (This class is intended to get the best average of a display man's ability.) It is urged that contestant show as many different lines as possible. The whole set of twelve to be uniform in color. May be black and white, brown or hand colored.

First Prize, a silver loving cup and 35 points.

Second Prize, a silver medal and 25 points.

Third Prize, a bronze medal and 15 points.

Honorable Mention.—Each member awarded an honorable mention shall be awarded a ribbon and 5 points.

CARD CLASSES

CLASS 44—For best five pen lettered cards. None to exceed a half sheet in size. Any color, any style of lettering, any kind of pen may be used. All work to be executed with a pen of some kind.

CLASS 45—For best five brush lettered cards. None to exceed a half sheet in size. Any color, any style of lettering. But all must be executed with a hair brush and no air brush may be used in this class.

CLASS 46—For the best five air brush designs, suitable for show cards and price tickets. Any size or color. It is not required that these cards be lettered, as award will be made on the air brush execution and design.

First Prize in each of above three classes to be a silver medal and 15 points.

Second Prize in above three classes to be a bronze medal and 10 points.

Third Prize in above three classes to be a ribbon and 5 points.

CLASS 47—For the best collection of ten show cards, any size, any shape, any color, any material or combination may be used. Lettering may be done with any kind of a brush or pen or combination.

First Prize, a silver loving cup and 25 points.

Second Prize, a silver medal and 15 points.

Third Prize, a bronze medal and 10 points.

Honorable Mention.—For each honorable mention a ribbon and 5 points shall be awarded.

GRAND PRIZE. A beautiful silver loving cup will be awarded to the member winning the greatest number of points in this contest.

CAPITOL GRAND PRIZE. A magnificent sterling silver loving cup will be awarded to the branch Association whose members collectively win the greatest number of points in the contest. Cup to remain the property of the Association winning it any three times. The Association winning the cup to have the name and year only engraved upon the cup, and to have the custody of it until the next regular convention or forfeit \$200, the value thereof.

This cup has been awarded in past as follows:

1914 to Flower City Association of Rochester, N. Y.

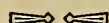
1915 to Johnstown Association, Johnstown, Pa.

1916 to Columbus Association, Columbus, Ohio.

1917 to Buffalo Association, Buffalo, N. Y.

1918 to Charleston Association, Charleston, W. Va.

1919?



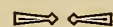
Monthly Meeting of St. Louis Club

IN addition to a fine banquet and social entertainment at the meeting of the St. Louis Display Mens' Association held at the Planters' Hotel, St. Louis, Mo., April 14, the members witnessed an extremely instructive program of demonstrations by brother workers. Joe Chadwick, whose reputation as an artist in the draping of silks is well established, made two drapes over wax figures and several over T. stands. His demonstration was most interesting. Walter E. Zemitzsch, ex-president of the St. Louis local, delivered a strong talk on the necessity of supporting and boosting the Victory Liberty Loan drive. Needless to say, Mr. Zemitzsch was assured that the display men of St. Louis could be depended on to do a little more than its share in this regard.

President B. A. Rainwater painted several scenes in water colors on panel screens, bringing out several little tricks of the trade that undoubtedly will prove of value to his audience. Speed and attractiveness were the targets of the demonstrator and he hit the mark in each case. E. W. Calvin followed with a demonstration of show cardwork.

H. H. Tarrasch, recently made display manager of Stix, Baer and Fuller responded to an invitation to address the gathering, and he referred glowingly to the good fellowship of the St. Louis Display Mens' Association. The next meeting of the association will be held at the American Annex Hotel, May 12.

OTTO S. LASCHÉ, Secretary.



Kansas Convention Program

THE stage is set for the second annual convention of the Kansas Association of Display Men, which will convene at the Elks Club, Topeka, Kans., on May 12 and 13.

The committee in charge has arranged a most instructive program, including demonstrations by men of national prominence in the display profession.

The program for the two days' meeting follows:

Monday, May 12.

- 9:30 A. M.—Meeting called to order....R. T. Whitnah, Pres.
- 9:45 A. M.—Address of Welcome.....A. L. Olinger
Sec. Chamber of Commerce
- 10:45 A. M.—Address.....J. W. Foley, Chicago
"The Show Window a Source of Civic Pride"
Editor of Merchants' Record and Show Window
- 12:00 M. —Adjournment for lunch.
- 1:30 P. M.—Demonstration.....Jack L. Cameron
Display Manager, Harris Emery Co.,
Des Moines, Ia.
- 3:00 P. M.—Advertising.....P. O. Lanham
Kansas City, Mo.
- 4:00 P. M.—Cardwriting.....Fred Whitlock
Wichita, Kan.
- 5:00 P. M.—Meeting adjourned.
- 7:00 P. M.—Line Party.
- 9:30 P. M.—Poster Advertising.....R. K. Hinkson
Topeka, Kan.

Tuesday, May 13.

- 9:30 A. M.—Address....."Bing Bang Bill" Biby
Topeka, Kan.
- 10:30 A. M.—DrapingA. E. Butterworth
Display Manager, John Taylor's
Kansas City, Mo.
- 11:30 A. M.—Men's Wear.....F. D. Franklin
Kansas City, Mo.
- 12:30 P. M.—Adjournment for lunch.
- 1:30 P. M.—AdvertisingHugh McVey
Director Publicity, Capper Publications
Topeka, Kan.
- 2:30 P. M.—Awarding of Prizes.....Secy. J. J. Donnellon
- 3:30 P. M.—Business meeting.
Election of officers.
Vote on convention city.
- 6:15 P. M.—Banquet and entertainment.
- 9:00 P. M.—Dancing party.



T. GUY DUEY, display manager for Wurzburg's Dry Goods Company, Grand Rapids, Michigan, was a recent visitor in Chicago. He was accompanied by Mrs. Duey. While in the city he conferred with G. H. Lamberton regarding convention plans.

Who's Who in the Profession

Bert Cultus

Rhodes Bros., Tacoma, Wash

BERT Cultus, display manager for Rhodes Bros., Tacoma, Washington, took his first step into the window display field more than fifteen years ago when he was trusted to the arranging of some small jewelry windows for the foremost jeweler in the town of Oconomowoc, Wis. Mr. Cultus, in the brief period with the jewelry house developed rap-



BERT CULTUS

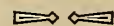
idly, and also became much enthused with the work. About this time the Cultus family moved to Tacoma, Washington, and immediately on arrival young Cultus hustled to the Stone, Fisher & Gane store where he was given a position and placed under Mr. Campion, display manager.

After two years here Mr. Cultus resigned to accept a position as assistant salesman with a large ready-to-wear concern of New York. This work necessitated his covering much territory, a fact which later stood him in good stead. He saw and studied hundreds, yes thousands of window displays, and when he was proffered the display manager's post at Rhodes Bros., Tacoma, Wash., in 1905, Mr. Cultus had at his disposal a wealth of information and material gathered while traveling about as a salesman.

As display manager for Rhodes Bros., Mr. Cultus made good from the jump and has been with them continuously save for nine months, six of which were spent at Black Bros., St. Joseph, Mo., and three at the Central Officers' Training School, Field Artillery, Camp Taylor, Kentucky.

Shortly after our entrance into the big war, Mr. Cultus designed and installed in the Rhodes Bros.' store the "Aisle of Honor." It was composed of twelve life-size figures of the Allied soldiers with flags and proper surroundings, and was so impressive that the British War Exhibition Company purchased it and displayed it with their war trophy exhibit throughout the United States and Canada. Mr. Cultus also originated an interchangeable background which has become exceedingly popular.

He has always been a prominent advocate of the International Association of Display Men and in 1915 served on the Executive Committee of this important organization. Winning medals for excellence in display has been another forte of Mr. Cultus and he has a beautiful collection of trophies, won in local and national competitions.



R. T. Whitnah

Crosby Bros., Topeka, Kansas

THE second annual convention of the Kansas Display Men's Association will be called to order, Monday morning, May 12, by R. T. Whitnah, display manager for Crosby Bros., Topeka, Kan., and president of the state association. The suc-



R. T. WHITNAH

cess of this fine organization is in no small degree due to the unusual energy and executive ability of Mr. Whitnah, and it is interesting to note here the career of this popular window artist.

Ten years ago Mr. Whitnah left his father's store, where he was making show cards and clerking, to take a course in window display at a Chi-



Make Your Windows Draw Crowds

Pull Business Into the Store

Merchants Recognize More Than Ever the Importance of Window Display

Retail merchants are waking up to the fact that their show windows are their best advertising medium; and they are demanding specially trained men to take charge of their window displays. They know that special preparation and training mean efficiency, and efficiency means greater results at less cost. They know that the best work is done by those who understand the theory and the reason for what they are doing, therefore, they prefer trained men.

To save time, to avoid errors, to eliminate waste, and get results, is the slogan of modern business. The man who attempts to learn by experience alone is adopting antiquated methods at the cost of time and disappointing results. Through modern methods, retail merchandising is rapidly leaving the experimental stage. Putting trained men at the head of important positions in the store is accomplishing this most desired result.

How to Put in Business Pulling Displays

The man who prepares himself, through practical instruction and training, to do important work is the efficient man. He learns the best, easiest and quickest way to get results. He learns to take short cuts which save time. He accomplishes greater results because his work

is based on knowledge instead of guesswork.

To write forceful, business-building advertising, to display merchandise attractively in the windows and the store, and to write show cards that create desire to purchase, require something more than mere guesswork.

Attend the Koester School Now

The Koester School is the largest and best equipped school of its kind in the world teaching Retail Advertising, Window Dressing and Show Card Writing. The Koester School has been teaching these important branches of pub-

licity successfully for nearly fifteen years. The Koester system of displaying merchandise has been universally adopted. Merchants prefer and often demand men trained in the Koester way.

THE KOESTER SCHOOL

With Which is Consolidated the Economist Training School of New York

314 South Franklin Street

CHICAGO

LARGEST AND OLDEST SCHOOL OF ITS KIND. LOCATED
IN THE WINDOW DISPLAY CENTER OF THE WORLD

USE THIS COUPON

The Koester School, 314 S. Franklin St., Chicago

Please send me full information about the following:

- ☐ Window Display Course ☐ Card Writing Course ☐ Card Writing Supplies
☐ Advertising Course ☐ Correspondence Instruction

Name

Address

Town State



Show Card Colors AT HALF PRICE

One Dozen, Ass't Colors

Regular Price . . . \$2.40

Closing Out Price . . \$1.20

Each assortment contains 1 bot. Gloss Black, 1 Dull Black, 1 Lt. Green, 1 Dk. Green, 1 Lt. Red, 1 Dk. Red, 1 Lt. Blue. The rest of the dozen is made up from the following colors: Dark Blue, Lavender, Orange, Yellow, Brown, White and Gold. They are ready-to-use colors of such standard makes as Carter's, Sanford, Koester Kard Colors, Economist Colors, etc., that we are discontinuing. In fact, they are made up from small lots of standard colors which we carry in our supply department regularly. None sold in less than the dozen assortment.

ONE DOZEN \$1.20

Six Ounce Koester Kard
Kolors at Half

Regularly 50c each

Six 6-ounce Jars Assorted
Colors, 1.50

Each assortment contains 1 Lt. Chrome Yellow, 1 Dk. Chrome Yellow, 1 Mauve Lake, 1 Chrome Green. The rest of the half dozen is made up from the following colors: Burnt Sienna, Prussian Blue, Ult. Blue, Turkey Red. These prices in the face of advancing market conditions, emphasize our determination to close out this small lot quickly. Forwarded by express only. Remittance must accompany orders for less than four 1 dozen assortments or 3 half dozen assortments. Orders to this amount or more billed to firms having satisfactory credit rating. None sent C. O. D.

Order Before the
Supply Is Exhausted

cago school of window decorating. The course completed he went to Fort Smith, Arkansas, where he affiliated with a small commercial service, where he did window display work, show cards and assisted in the production of advertising slides. After one year in this work, for which Mr. Whitnah is still awaiting remuneration, he went to Canton, Ohio, and opened a display service of his own. This enterprise proved very successful but at the end of two years Mr. Whitnah became a partner in the Whitnah Dry Goods Company, Greenfield, Iowa, and sold his Canton business.

After some time as a merchant, Mr. Whitnah decided that he was more adapted to display work, and releasing himself from the duties of directing the dry goods business he sought and secured a position in the display department of the Globe Clothiers, Des Moines, Ia. A year found him on the staff of Jack Cameron, that famed artist at Harris Emery Co., Des Moines. While working under Mr. Cameron, Mr. Whitnah soon was able to put the finishing touches in his display education, and the genial Jack sent his assistant to Chicago with the duties of directing the displays of the Pugh Stores Company. In this position Mr. Whitnah designed and directed the displays for thirty-five stores. When the Pugh Stores Company close its doors, Mr. Whitnah hurried on to Topeka, where a position was being held for him at Crosby Bros. His work since taking charge of the displays of this big Topeka house has attracted wide attention, and during the past two years he has been awarded a number of medals and other trophies in display and show card competition.

For Our Advertisers

Frankel Products

The attention of display men is called to the advertisement of the Frankel Display Fixture Company, New York City, and printed on another page of this issue. This concern has been supplying display fixtures for windows and store interiors for over thirty years and has come to be recognized nationally as a house of reliability and service. This company, one of the largest makers of display fixtures, forms, wax figures and kindred goods in this country enjoys the confidence and good will of every purchaser of Frankel products and this reputation is attributed to the right prices and absolutely dependable goods of this big concern.

The Frankel Display Fixture Company has recently obtained the controlling interests in the output of the Brilliant Decorating Company of Philadelphia, and invites all display men to procure catalogues and latest special circular material. Address Frankel Display Fixture Company, 177-179 Hudson Street, New York City.

New Decorations

Ellis Hansen, whose excellent work is well known to readers of this journal, is now associated with the Carl Netschert Estate and is developing some remarkably pleasing ideas based upon cut-outs of heavy cardboard and wall-board. Mr. Hansen was for a number of years at the head of the big window display department of the Victor Talking Machine Company; later he had charge of the windows of the Wurlitzer Company in Chicago, and he is now employed by the Edison Phonograph Company. In all these positions he



distinguished himself by the high artistic quality and originality of his work.

Mr. Hansen's connection with the Carl Netschert Estate makes a very satisfactory combination, as most of his designs require flowers, vines or foliage to complete them. He has the big Netschert stock to draw upon, which will give him an opportunity to turn out much more complete decorations than he could without the use of flowers.

The accompanying illustration shows one of Mr. Hansen's latest figures. It is a life-size figure of Columbia, with doves of peace. This is used in connection with an unusually handsome gold festoon combined with a cut-out of the coat of arms of the United States. The complete decoration makes a remarkably satisfactory peace decoration.



The Window Display Service

A new concern doing business under the name The Window Display Service has opened in spacious quarters at 431 N. Clark St., Chicago, and will specialize in high grade art posters, poster panels for backgrounds and poster display effects. The products of this new concern will undoubtedly appeal to merchants looking for high grade decorations, such as panels, screens, stands, etc., at a nominal cost. Floor blocks cut from composition board and colored to order will be another feature of the concern.

A large folder, beautifully illustrated, will be ready for mailing in a few days and display men are invited to send request for printed matter relative to the product of The Window Display Service.



Give New Customers A Chance to Find You



Place a Bright, Sparkling

FEDERAL ELECTRIC SIGN

In Front of Your Store



Attracts from a Distance

The Federal Electric Sign widens your zone of attraction from a few feet either side of your store to several blocks. Prospective customers glance up and down the street for a store where they may get a soda or some candy. Your sign, sparkling by day and glistening by night, attracts the people and lures them past stores less attractive.

12 Months to Pay

You have 12 months to pay for this sign and you get the services of this energetic salesman while paying for it.

Durable, Attractive

This beautiful, attractive sign gives a cheerful, inviting appearance to your place of business. It is made of enameled porcelain. It cannot fade, rot or rust. It is not painted and therefore never needs refinishing. Lasts indefinitely. An occasional washing keeps the porcelain surface sparkling like new.

Current Cost Very Low

Costs only a few cents a day to operate. No other maintenance expense. Let us give you full information.

Federal Sign System (Electric)

Lake and Desplaines Sts. CHICAGO, ILL.

Branches in All Large Cities

MAIL COUPON
TODAY

Please send me full information on a Federal Electric
Sign suitable for my business

Name.....
Address.....
Business.....
Store Frontage.....
.....

(MRSW-5)



New Decorations for Backgrounds

A new decoration for backgrounds, panels and screens which will without doubt meet with instant favor among display men is now being manufactured and distributed by The American Art Papier Maché Company, 6311 North Clark Street, Chicago. These ornaments of papier mache present a new idea of remarkable merit and may be used singly or in a series producing unusually attractive and artistic decorations.

The possibilities of design are unlimited and all sorts of designs may be easily produced to suit the individual taste of decoration. The ornaments may be pinned, nailed or glued, and may be used repeatedly in the forming of new de-



ILLUSTRATION OF THE USE OF NEW DECORATIONS.
PRODUCED BY AMERICAN ART PAPIER MACHE CO.

signs. They may be finished in any color, also refinished, and are suitable for any form of decoration.

This new decorative may be obtained at an extremely low cost and display men are requested to write to the American Art Papier Mache Company requesting their latest circular in which these ornaments are illustrated and fully described.



Palmenberg's Window Displays

The show window of the new display rooms of the J. R. Palmenberg's Sons Incorporated, 204 West Jackson Boulevard, Chicago, is creating much favorable comment because of the artistic treatment of displays arranged by Clinton E. Smiley, manager of the Western Sales Division of this big concern. His latest window, and one that attracted unusual attention, presented a combination Easter and Victory Liberty Loan display. In the center on floor was a large egg covered with cretonne and lined on the inside with green velvet. The egg was opened and revealed a "baby." The



DISPLAY BY C. E. SMILEY, MANAGER OF PALMENBERG'S,
CHICAGO, ILL.

panels in the background were of ivory finish with centers of deep red plush. The fixtures were mahogany.

At the right in the foreground was a photograph showing a "Palmenberg Red Cross Nurse" and the perfection of the figure as evidenced in the photograph caused a well-known Chicago physician to enter the salesrooms where a full line of wax figures were on exhibition. The doctor, much impressed, left the place of business, but returned later with a merchant who placed an order for three of the figures that had originally caused his doctor friend to enter the salesroom.

Mr. Smiley is to be congratulated on his position that the salesrooms of display equipment concerns should utilize the window space for attractive displays of the respective products.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for April 1, 1919. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared J. F. Nickerson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, 431 South Dearborn St., Chicago, Ill.; editor, James W. Foley, 431 S. Dearborn St., Chicago, Ill.; managing editor, J. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; business manager, J. F. Nickerson, 431 S. Dearborn St., Chicago, Ill. 2. That the owners are: Merchants Record Company, Chicago, Ill.; Jos. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; H. C. Curtis, Oak Park, Ill.; George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1818 E. 71st Pl., Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. J. F. Nickerson.

Sworn to and subscribed before me this 21st day of March, 1919. Samuel E. Childs.

(My commission expires Nov. 4, 1920.)

White Trucks



WHAT GIMBEL BROTHERS THINK OF WHITE TRUCKS

GIMBEL BROTHERS' experience with White Trucks covers a period of seven years. Starting with 20 Whites in 1911, the Gimbel fleet has grown to one of the largest department store fleets in the country. It now numbers 78 White Trucks.

"Our White Trucks (25) purchased in 1911 and 1912 have run over 100,000 miles and are still in service," Gimbel Brothers write. "We have compared them with three other standard trucks and have decided that they are the best suited for our use."

"We have always found the White Truck to be efficient, economical and dependable. Our dealings with the White Company have been very satisfactory."

White Trucks Have The Stamina



THE WHITE COMPANY
CLEVELAND

Window Setting Design No. 8

THE one hundred and forty-second anniversary of the Declaration of Independence will be observed in the States with unusual ceremony and already display men are planning for the occasion. The fact that the big war is over and that Uncle Sam's boys are fast returning from memorable service abroad augurs for a most extensive and elaborate program on this particular occasion.

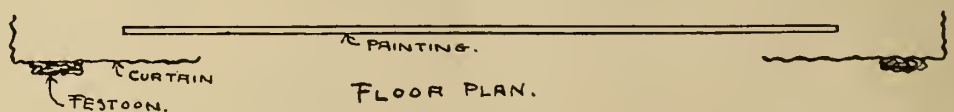
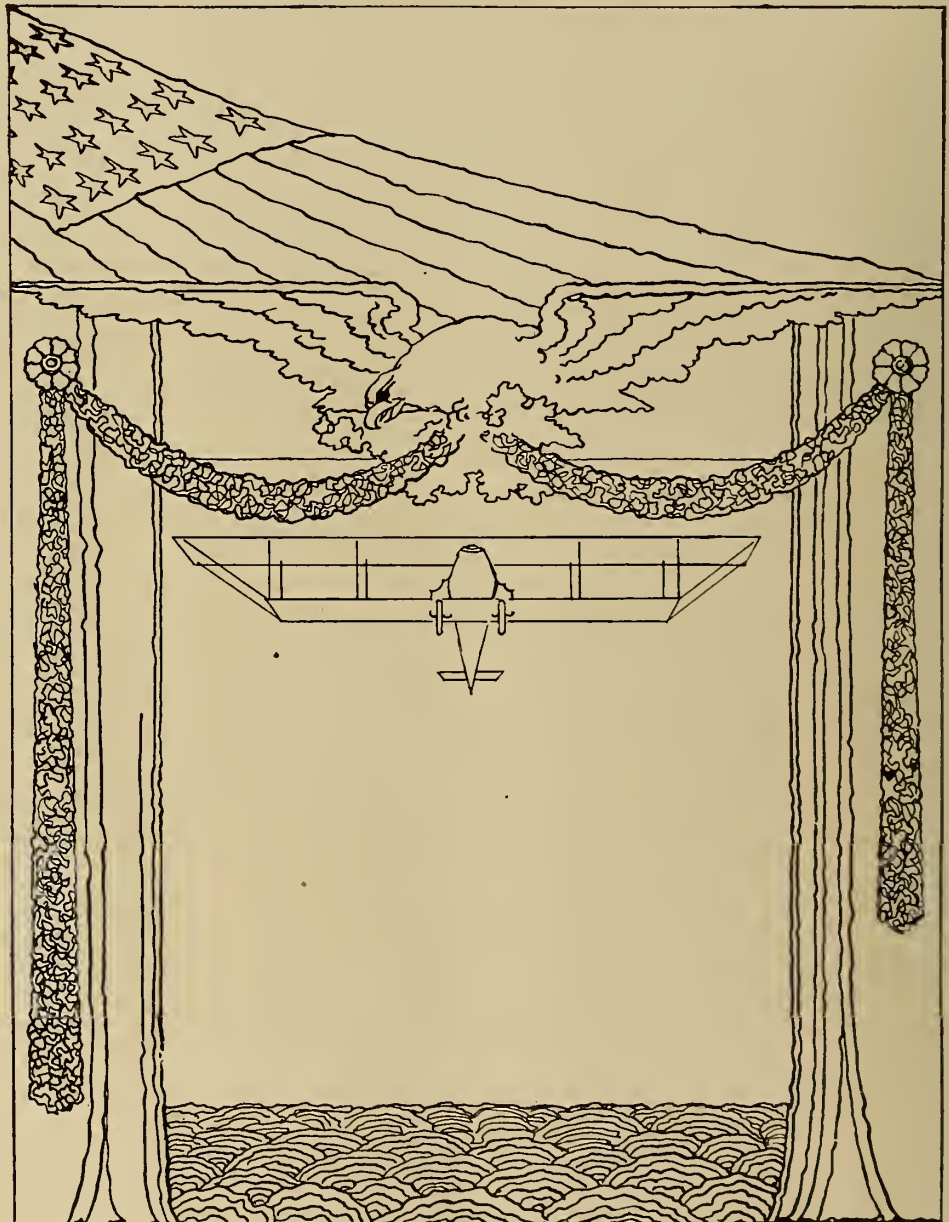
The season just previous and following our national holiday is always one of special observance and decoration, but July 4, 1919, will be observed as never before. The boys returning from the battle-torn fields of France will be welcomed and their praises will be sung throughout the land, and in this glorious celebration and welcoming will be the display man and his window, doing now as in the darker days, powerful good in cheering him and portraying his tremendous aid in making the world safe for democracy.

The cover design of this issue is essentially decorative and it interprets the American Eagle made possible in actual fighting in the development of the aeroplane. The tremendous possibilities of power are represented in the thousands of aircraft that literally cover the sky, and which are pictured rapidly approaching the field of battle. The machines are shown far above the clouds.

In making and installing a decoration of this kind first prepare and set the frame in place for painting. The painting finished and properly arranged, carefully select and place suitable drapes and curtains. On these drapes may be placed or fastened festoons of gold leaves. Then arrange a large papier mache or plaster relief eagle at the top of the setting as shown by design. The eagle should also be carried out in the gold effect.

The painting or center of this setting is merely one

of a thousand or more ideas that may be carried out, and, in fact, it is perhaps true that few display men will attempt to follow the painting as shown on cover. It is, however, a suggestion practical and appropriate, as previously stated.



Display men should make their plans for July displays now, as the windows will undoubtedly present greater effort this year than ever before during this particular season. The new and big events of earlier days will be linked up with the service and victory of those who are now returning from the battlefields.

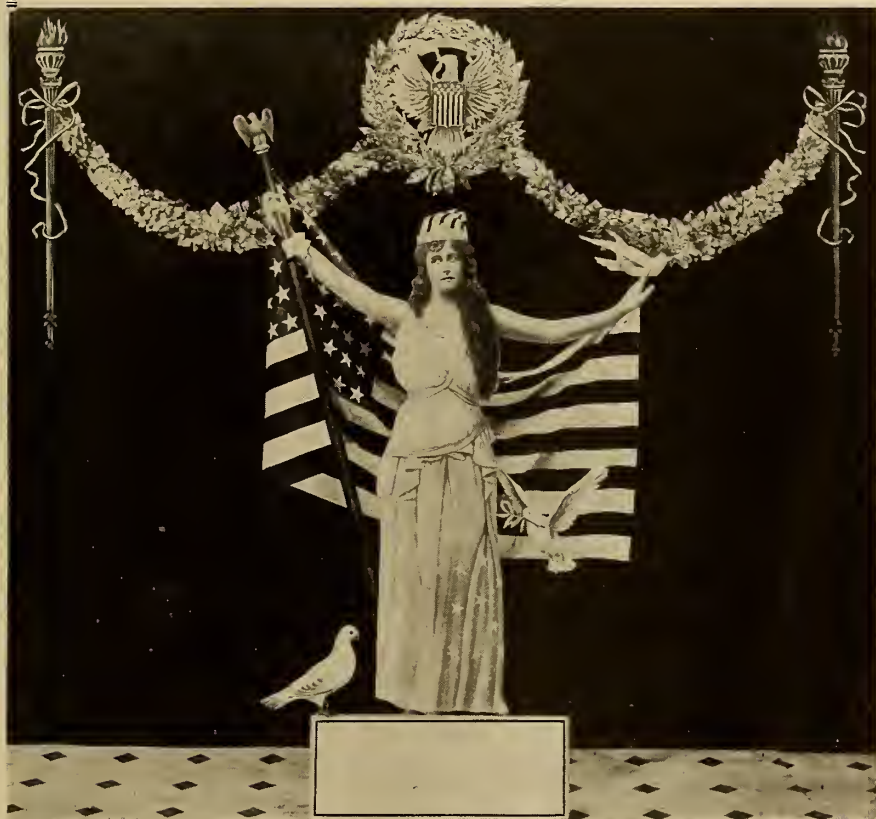
Memorial Day

The Fourth of July

The Signing of Peace

These are three occasions in the near future that will be celebrated from one end of the land to the other. Memorial Day and July 4th have a new significance this year and will be observed with more ceremony than ever before. We cannot say when "Peace Day" will come, but we know that it will be an occasion for enthusiastic celebration.

Be Prepared for Peace Day



Here is shown a decorative scheme that is appropriate for Memorial Day, Fourth of July or Peace Day.

It is high class in every detail and presents a remarkably rich appearance. It is worthy of being shown in the windows of the finest store.

The life-size figure is symbolic of Peace coming to America. It is a wallboard cut-out and is artistic to the highest degree. The face is a bromide enlargement from a photograph and is perfectly finished and tinted in air brush work.

The costume is an especially pleasing adaptation of the conventional Columbia draping. It is air-brushed perfectly in full color.

The three doves of peace are cut-outs. They are accurately designed and handsomely colored.

The flag is of good quality and measures 4x5 feet.

At the bottom is a card upon which any appropriate inscription may be lettered.

The background decoration is a design of rare beauty and richness. As shown in this picture it is 8 feet long and can be extended to greater length if necessary. In the middle is the eagle from the coat of arms of the United States. It is cut out of heavy cardboard, exquisitely finished with air-brush and retouched by hand. Around the eagle is a wreath of laurel leaves in rich gold. At either end is a cut-out flambeau cut from heavy cardboard and handsomely air-brushed. The streamers are in red, white and blue. The festoons, which are about 4 feet long, are gold grape leaves arranged close together.

Order This Decoration NOW and Be Ready for Peace Day

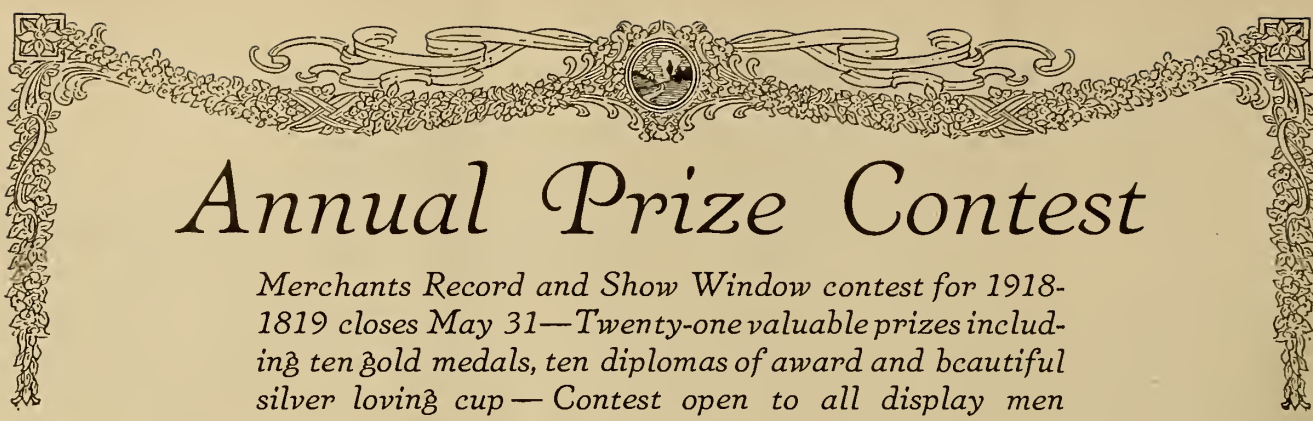
No. 30—Complete setting, including everything shown in picture; each, \$22.00.

No. 31—Life size figure with three doves, flag and card (unlettered); each, \$12.00.

No. 32—Gold festoon with coat of arms, wreath and flambeaux; each, \$10.00.

EXTRA — Hand-lettering on card below figure as desired, \$1.00.

Carl Netschert Estate 12 N. Michigan Ave., Chicago



Annual Prize Contest

Merchants Record and Show Window contest for 1918-1919 closes May 31—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men



The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of his store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual, or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.



Shoe Display

*Fixtures of Quality That Will
Improve Your Display*



*Increased Sales
Will Pay for Them in Short
Time Through Better Showing
of Your Merchandise*

The Buckeye Fixture Co.

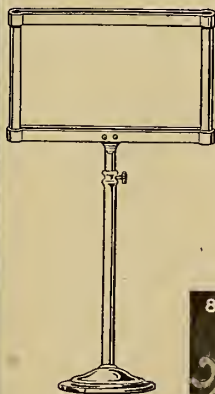
Manufacturers of

Everything in Line of Display Fixtures, Clothing Rack Hangers,
Flesh Color, Enameled Waist and Dress Forms, Wax Figures

Office and Salesroom

1292 West 4th Street

Cleveland, Ohio



Now is the white heat period of the fixture buying season. Why not fall in line and equip yourself with up-to-date forms and fixtures for the display of your new merchandise. We are awaiting your commands with a high class organization, correct merchandise and prices that are right for quality. We have Catalog "E" of forms, metal fixtures, valances, etc. Catalog "W" of wood fixtures and Catalog "GG" of the beautiful new glass fixtures.

Big Stock of valances and plushes on hand, ready for quick delivery. Send for samples.

VISIT OUR MODERN SHOW ROOM

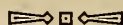
The Hecht Fixture Co.

Office and Salesroom:
Medinah Bldg.

**Wells St. and Jackson Blvd.
Chicago**

Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*



DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

- | | |
|---|--|
| P. J. MATZOW, One Price Department Store,
Laredo, Texas.—PHOTOGRAPH. | O. L. BREWER, S. P. Dunham & Co.,
Trenton, New Jersey.—PHOTOGRAPH. |
| R. A. YOUNG, Scott-Halliburton Co.,
Oklahoma City, Oklahoma.—PHOTOGRAPH. | THEO. SCHWARTZ, Dinet Nachbour & Co.,
Joliet, Illinois.—PHOTOGRAPH. |
| G. F. GOODRICH RUBBER CO.,
Akron, Ohio.—PHOTOGRAPHS. | F. E. OSGOOD, Newman Dry Goods Co.,
Arkansas City.—PHOTOGRAPHS. |
| R. T. WHITNAH, Crosby Bros.,
Topeka, Kansas.—ARTICLE. | HOMER H. SEAY, Walker Dry Goods Co.,
Charleston, West Virginia.—SKETCHES. |
| H. H. HOKE, The When,
Springfield, Ohio.—PHOTOGRAPHS. | JAMES A. BECK, Hearne Dry Goods Co.,
Shreveport, Louisiana.—PHOTOGRAPHS. |
| R. L. CASEY, J. J. Nathan & Co.,
Beaumont, Texas.—NEWSPAPER ADVERTISEMENT. | AL SCHULTZ, Croll & Keck,
Reading, Pennsylvania.—PHOTOGRAPHS. |
| C. L. FORMAN, Erlanger Dry Goods Co.,
Canton, Ohio.—SHOW CARDS. | S. E. BEAUMONT, Cribb & Foote,
Ipswich, Australia.—PHOTOGRAPHS. |
| L. R. WHITEMORE, J. A. Mahoney Co.,
Deming, New Mexico.—PHOTOGRAPH. | CURTIS L. FERRELL, The Davidson Co.,
Hattiesburg, Mississippi.—SKETCH. |
| E. R. BARNARD, Le Maistres,
Asbury Park, New Jersey.—PHOTOGRAPH. | T. FIGGEMEIER, Geo. Innes D. G. Co.,
Wichita, Kas.—PHOTOGRAPH. |
| GEORGE B. SCOTT, Strouse & Bros.,
Evansville, Indiana.—PHOTOGRAPHS. | OTTO C. SCHMITT, L. Wertheimers,
New York, N. Y.—PHOTOGRAPHS. |
| J. P. NORTHROP, Tepper Bros.,
Elmira, New York.—PHOTOGRAPH. | HARRY H. HEIM, The Marston Co.,
San Diego, Cal.—PHOTOGRAPHS. |
| L. L. WILKINS, Crook Record Co.,
Paris, Texas.—PHOTOGRAPHS. | BERT CULTUS, Rhodes Bros.,
Tacoma, Wash.—PHOTOGRAPHS. |
| HARRY W. HOILE, Nathan & Bro.,
Johnstown, Pennsylvania.—PHOTOGRAPHS. | AL. SHULTZ, Croll & Keck,
Reading, Pa.—PHOTOGRAPHS. |
| J. H. WOOD, Perkins Bros. Company,
Paris, Texas.—PHOTOGRAPHS. | S. E. BEAUMONT, Cribb-Foote,
Ipswich, Australia.—PHOTOGRAPHS. |
| GEO. F. McCONNELL, Jassby's,
Montreal, Canada.—PHOTOGRAPHS AND SKETCH. | S. HART, People's Outfitting Co.,
Detroit, Mich.—PHOTOGRAPH. |
| WM. C. GRAMS, The Denver Dry Goods Co.,
Denver, Colorado.—PHOTOGRAPH. | CLEMENT KIEFFER, JR., C. A. Weed & Co.,
Buffalo, N. Y.—PHOTOGRAPHS. |
| SAMUEL WEISS, The Emporium,
Detroit, Michigan.—PHOTOGRAPHS. | CARL LUTZE, Model Clothing Co.,
Tulsa, Okla.—PHOTOGRAPHS. |
| COLE BROTHERS,
Manhattan, Kansas.—PHOTOGRAPH. | P. W. HUNSICKER, Nick Amster,
Wooster, Ohio.—ADVERTISING (Newspaper). |
| JACK LANSDALE, J. J. Nathan & Co.,
Beaumont, Texas.—PHOTOGRAPH. | BUNDE & UPMEYER COMPANY,
Milwaukee, Wis.—PHOTOGRAPH. |
| | CURTIS L. FERRELL, The Davidson Co.,
Hattisburg, Miss.—BACKGROUND SKETCH. |
| | F. D. C. WAHRENBURG, Rurode D. G. Co.,
Fort Wayne, Ind.—PHOTOGRAPH. |
| | H. H. HOKE, The When,
Springfield, Ohio.—PHOTOGRAPHS. |
| | C. E. WILSON, Goldberg Bros. Co.,
Phoenix, Arizona.—PHOTOGRAPH. |
| | THE PALACE STORE,
Nowata, Okla.—PHOTOGRAPH. |
| | R. SAXBY, Max M. Miesel & Co.,
Janesville, Wis.—PHOTOGRAPHS. |
| | WALTER R. LANTHAFF, J. N. Adam & Co.,
Buffalo, N. Y.—PHOTOGRAPHS. |
| | W. R. HARRE, Calhoun Dry Goods Company,
Muskogee, Oklahoma.—PHOTOGRAPHS. |



"Saves me nearly half, for its finished on both sides"

"Cornell-Wood-Board suits me best because the panels are interchangeable, so they save me a lot of money. They're finished on both sides, and are ideally adapted for painting, decorating or stenciling. I often use one panel several times, simply by working it over in different shapes."

Although very durable, Cornell-Wood-Board is easily handled, and is unequalled for Arches and Borders, Cut-Out Letters, Fireplaces, Flower Boxes, Stock Boxes, Wall-case Backing, etc. Guaranteed not to crack, warp or buckle. It will pay you to keep a bundle on hand.

Ask your lumber dealer for Cornell-Wood-Board or write us for Free Sample and full information

Cornell Wood Products Co.

C. O. FRISBIE, President

Dept. 135, 173-175 West Jackson Boulevard

CHICAGO, U. S. A.

Largest exclusive wall-board mills in the world at Cornell, Wis.

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

Your Copy

of my newest and latest catalog, No. 5, is ready. It's hot off the press—filled with valuable information concerning

"Perfect Stroke"

Brushes and Supplies

When shall we send it? We've affixed the stamp and await your name and address.

Attractive card writing begins with "Perfect Stroke" brushes and supplies.

Bert L. Daily

Advertisers' Building

Dayton,

Ohio

Goodform

TRADE MARK

Whenever you get window fixtures insist on the kind. The *Goodform* name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

Movements of Display Men

J. U. Berry, formerly of Redlands, California, has accepted the display manager's post at the J. A. Walton store, Santa Barbara, California.

S. V. Simon, formerly of Warren, Pa., is now in charge of the window and interior displays for the Sare Bros.' Company, Jamestown, New York.

R. OY W. Smith is now with the McLean Bros.' store, Danbury, Conn. He was formerly engaged in display work at Concord, New Hampshire.

M. R. Boustead, display manager for Bedell's specialty stores, New York City has recovered from his recent illness and is now back on the job.

J. PEACOCK and Mr. Nichols of the decorating department of the R. H. White Company, Boston, Mass., were recent visitors to New York City.

J. ACK Boyce, display manager for The Rosenbaum Company, Pittsburgh, Pennsylvania, was a visitor in New York during the early part of April.

J. ACK DARLING, who has been in charge of the windows of Oppenheim, Collins & Company, Brooklyn, has accepted display manager's post at Thalheimer's Specialty Store, Richmond, Va.

E. Leo Harris, display manager for the Rorbaugh Dry Goods Company, Wichita, Kansas, was a recent visitor to the Chicago office of *MERCHANTS' RECORD AND SHOW WINDOW*.

H. B. Seidenbecker, for a long time in charge of the decorating department at Hillman's, Chicago, has accepted the display manager's position at Bannon Bros., St. Paul, Minnesota.

W. T. Toll, formerly employed in the profession at Cleveland, Ohio, has accepted a position in the decorating department of The Fair Store, Amarillo, Texas.

P. R. Swift, formerly display manager for J. Stiefel's Son, Angola, Indiana, has resigned to assume charge of the decorating department of Patterson's Department Store, same city.

E. E. East, recently with M. O'Neil Company, Akron, Ohio, has been appointed assistant to Display Manager Scott of the John Shillito Company, Cincinnati, Ohio.

P. AUL I. Gable has accepted display manager's post at the Guttridge & Rand Co., Youngstown, Ohio. He was formerly with the Metzger & Robinson Company, Lorain, Ohio.

W. A. McKeehen, display manager for the J. C. Penny Company, Alamosa, Colorado, has resigned to accept a similar position in Fort Morgan, Colorado.

E. A. Hamilton has accepted the display manager's post at the J. P. Martin Company's store, Cleveland, Okla. He was recently in charge of the window displays for the J. C. Penney Company, Kellogg, Idaho.

R. J. Patterson is creating much favorable comment with the beautiful displays he is continually arranging in the windows of Weiss & Goldring, Alexandria, La. He was formerly employed in the profession in Texas.

A. RTHUR N. Waldron, display manager for Frederick Loeser & Company, Brooklyn, N. Y., has been confined to his home by illness for several weeks. During his absence Ben Harris is directing the display work at Loeser's.

H. BERRY has succeeded R. G. Scott as display manager for Kline's, Cincinnati, Ohio. Mr. Berry was formerly card writer for this concern and has been given the new responsibilities in recognition of his ability.

Frankel-Val & Panels

Because

we control the output of the Brilliant Decorative Lace Mills of Philadelphia, we can guarantee Service, Quality, Individuality and the Workmanship of our production, and we cater to the decorative and lace curtain departments of department stores, who cater to hotels, homes and stores for window Vals and Panels. We will be pleased to send sketches on application (and there will be no charge).

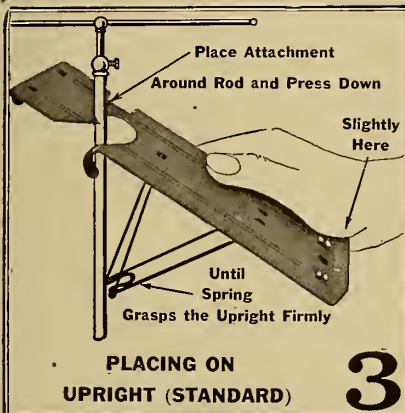
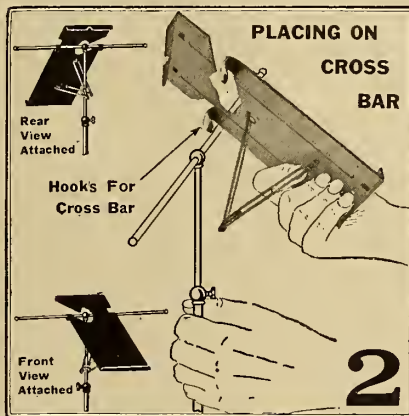
Established 1888 and
growing daily



1146 Broadway (at 27th St.)
New York

The LEON PATENTED ATTACHMENT

Multiplies the uses of your display fixtures 1000 times. The Leon Attachment adjusts on any display fixture, or flat surface "in a jiffy." There are no set screws. Snaps on, stays on, wherever it is attached. Makes old fixtures up-to-date, and increases the display advantages of your new fixtures.



Put new pep in your merchandise displays by using the Leon Attachments. They make your displays more attractive, and entirely different. Thousands are now in use by stores of all sizes—the best display men everywhere recommend them.

ORDER A SAMPLE
DOZEN TODAY

One dozen LEON ATTACHMENTS, 4 pairs angle bars, 1 set of pattern cardboards. Full in-

\$10.00

MORRIS LEON MFG. CO.

7117-7119 N. Clark St.

Chicago

KANT KRACK

SKINLIKE WASHABLE FINISH DISPLAY FORMS.

ARE PERFECT IN



812 BROADWAY NEW YORK

Write for Complete Catalogs
"KANT KRACK" ENAMEL DISPLAY FORMS

PATENTED, PEDESTRIAN
"NEW-ART" WAX FIGURES
STERLING QUALITY
DISPLAY FIXTURES
DECORATIVE WOODEN FIXTURES

MAY SPECIALS ORCHIDS

- Beautiful All Silk Flowers in Lavender or Cerise Shades
- | | | | |
|----------|--|--|-----------------------------|
| No. A106 | Orchid Spray | 36" Long, 24" Spread, 12 Silk flowers and foliage. | \$24.00 Doz. |
| No. A501 | Orchid Spray | 27" Long, 3 Silk flowers and foliage. | \$13.50 Doz. |
| No. A513 | Orchid Garland Spray for Baskets and Vases | 30" Long, 3 Large silk flowers. | \$10.00 Doz. |
| No. A512 | Orchid Spray | 18" Long, 2 Silk flowers and foliage. | \$ 7.00 Doz. |
| No. A246 | Orchid Spray | 18" Long, Single Stemmed silk. | \$ 1.75 Doz. |
| No. A5 | Orchids—Loose Flowers—Silk | | \$ 1.25 Doz.
\$12.50 Gr. |

Something New Every Month

Decorative Display Co., Inc.

619 Sixth Ave.

New York City

F. G. SCHMEHL, Pres.



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes
NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers
Valances, Panels and Drape Shades, Plushes

Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.



RVI

ARTISTIC Backgrounds are produced with the aid of our Papier Mache Ornaments, in relief of which we have a large Assortment. We also have a large Assortment of Patriotic designs, such as Shields, Eagles, etc., and can make any kind of special work to order. We are now working on new designs of Backgrounds, Screens and Window Partitions which we will have ready next month. Any information pertaining to our line will be gladly furnished on request.

American Art Paper Mache Works

6311-6313 North Clark Street

CHICAGO, ILL.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.

Plan Your Summer Trim Early

Send for Our New Line of
Novelty Papers, Sheets and
Rolls, Flowers, Borders,
Pedestals, Etc.

SPECIAL ITEMS
FOR DECORATION DAY

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

OUR PRICE TICKET MACHINE SET

The Biggest Fifty Dollars Worth on Earth

Letters Tickets 10 to 20 Times Faster than Hand Work
Will Pay for Itself in A Month and Make Thousands of Dollars For You

Ready *Others Doing It!* So Can You!
For Work **COMPLETE SET \$50.**
Write for Wonderful Descriptive Matter Now!



"He Works Nights"



"Easy Money"

HAND STYLE TYPE CO.
410 Third Ave. Pittsburgh, Pa.



More Sales through your Window Displays

No matter what care is exercised and how attractive your displays are, their *value* is lost through an inattractive store front and they are passed unnoticed.

You are ignoring the business that is passing your *door* if you continue to allow your store front to detract from your displays.

Kawneer STORE FRONT

attract passersby to your store and *create* a *desire* for your merchandise.

They are designed after a study of your

individual store conditions and constructed of materials that resist corrosion, thus reducing depreciation to a minimum.

Investigate Kawneer Store Fronts today. Send for "Book of Designs"—a valuable book every merchant interested in better window advertising should have.

Kawneer Manufacturing Co.
1302 FRONT STREET NILES, MICH.

NEBEN

*Oriental Crepe
Cretonne & Silk Moire Crepe*

— PAPERS —

The Finest Decorative Paper in the World—
Marvelous Color Effects for Window
and Interior Decorations

UNLIMITED POSSIBILITIES for the Neben Oriental Crepe, Cretonne and Moire Papers for window decorations will make the customers stare with amazement at the gorgeousness of the window display.

SAMPLES AND PRICES, with any other information you may desire, will be sent upon request. In order to receive your goods in time, send orders by return mail after you receive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc.
127 TO 137 BEEKMAN ST.
NEW YORK, U. S. A.



737

745

673

Properly Displayed Merchandise Results in "Extra Sales"

Properly displayed merchandise in the store influences customers to make "extra purchases." Do not overlook this valuable publicity, but show your merchandise properly—on

ONLI-WA DISPLAY UNITS

The "extra sales" will pay the original cost of the Onli-Wa Fixtures.

The Onli-Wa "line" comprises

a wide variety of display fixtures, all fully illustrated in our catalog No. 4. Send for it now.

Prices of above units: No. 737, Display Stand, 22 in. high, 8-in. base, \$2.50; No. 745, Shirt Stands, adjustable height, 21 in. to 27 in., 8-in. base, \$2.50; No. 673, Belt and Buckle Rack, 18 in. high, 12 in. wide, \$2.00.

When ordering above units, state finish desired. Any finish furnished to match your present fixtures. Standard finishes in Oak or Mahogany.

THE ONLI-WA FIXTURE CO., Dayton O.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



No. 9



No. 308



No. 10

*Klee "De Luxe"
Fixtures*

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

ORNAMENTAL FINISHES

Gold Antique, Silver White Ivory French Grey and Black Relief
White Ivory and Gold Relief French Grey and White Relief
French Grey and Ivory Relief

No. 9. 8", 12", 18", 24" high; 6" base, 6 1/2" x 10 1/4" top...\$2.00
No. 308. 8" high, 5 1/2" base, 5 1/4" top...\$2.00
No. 10. 4" high, (back), 7x 11" top....\$2.00

Klee Display Fixture Co.
ROCHESTER, NEW YORK



Imitation

Wood Grain Papers For Show Window Backgrounds.

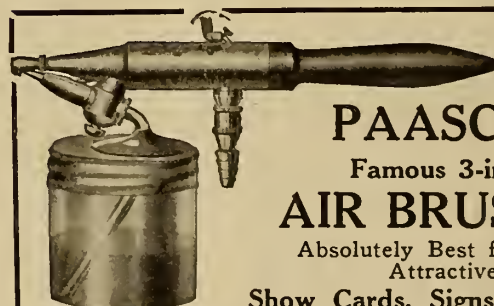
Cover Design of This Issue

of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Use

PAASCHE

Famous 3-in-1

AIR BRUSHES

Absolutely Best for Most Attractive

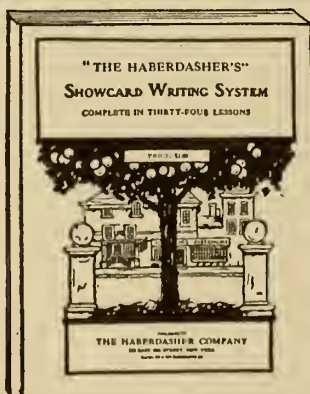
Show Cards, Signs and Window Backgrounds

Made in all sizes for all kinds of work

MOST EFFICIENT DURABLE SPEEDIEST

Paasche Air Brush Co.

Write Today for New Catalog
1229 Washington Blvd. CHICAGO



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for The Haberdasher's Showcard Writing System.

PRICE \$1.00 PREPAID

The Merchants Record Co. 431 South Dearborn Street CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

SALESMAN WANTED—Salesman wanted who thoroughly understands selling Window Display Fixtures. Salary or commission. Address, Oscar Onken Co., Cincinnati, O.

WANTED—Man to do Window Trimming, Card Writing and Advertising. One experienced in Rugs and Draperies preferred. Give references and state salary wanted in first letter. Apply Block & Company, Kankakee, Ill.

POSITION WANTED—Window Trimmer and Card Writer, experienced in men's wear. Best references. Two years with present employer. Address Box 352, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

POSITION WANTED—High Class, energetic display man and card writer desires to connect with progressive Men's Wear store. Twelve years' experience; present firm three years. Address Box 351, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

WANTED—First Class Window Trimmer. One who is dependable, not afraid of work, and able to trim in classy manner Ready-to-Wear and Dry Goods Windows. Location in Iowa. Address Box 353, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

FOR SALE—Six green floor mats made of Munson Cloth. Trimmed with braid and fringe, never been used. Sizes—10x2—3x2—4x2 (2) each, price \$40.00. Very fine for exclusive shops. Address, W. H. Weiseman, Display Manager Geo. M. Wilson, Chamber of Commerce Bldg., Pittsburgh, Pa.

HERE'S SOMETHING ENTIRELY NEW. Hair Restorative exclusively for wax figures. Cleans and restores faded hair to its original color. Fully guaranteed, or your money back. 4 ounce bottle—60c; 8 ounce—\$1.00; 16 ounce—\$1.50. Address Harrisburg Wax Figure Renovating Co., 335 Crescent St., Harrisburg, Pa.

AT LAST! "WINDOW SHOES" FOR DISPLAY MEN—Save the merchandise. Keep your window floors spotlessly clean. Efficiency demands them. Strongly made, soft, durable, slips over shoe. Order by shoe size. 75c a pair, 3 pair for \$2.00. Per dozen pairs \$7.00, money, thrift or postage stamps. Address Roy H. Heimbach, 1007 Monroe Ave., Scranton, Pa.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED—Attention of Window Trimmers, Card Writers, etc. Make them yourself. Plaster Paris and papier mache ornaments, patriotic shields and hundreds of other rich designs. How to make the original models, also gelatine moulds; artificial marble, onyx, tile, rich moulding, sign ornaments, sanitary flooring, hard composition for dolls; how to transfer pictures from magazines and newspapers onto show cards; renovating wax figures, etc. Full instructions and all formulas. A large instruction book, illustrated, embracing 39 complete subjects including many valuable formulas. Also supply of materials for making moulds and casting designs, also materials for refinishing wax figures. All complete, price \$1.50. Catalog free. The Irabar Co., Harrisburg, Pa.

A NEW AND EASY WAY TO PAINT Signs and Show Cards

OUR PATTERNS DO THE WORK

No experience required. Anyone can paint all kinds of signs, banners, cards, etc., on any surface with our new and easy system of lettering. Complete outfit containing eight alphabets of letters, assorted styles and sizes from two to twelve inches high, also four sets of figures, etc., not printed but life size patterns cut out of durable tag board which can be used over and over again for years; also brushes, colors and book of instructions. Prepaid, \$7.50. Satisfaction guaranteed.

ACME SALES CO., Empire Bldg. Denver, Colo.

LEARN SHOW CARD WRITING

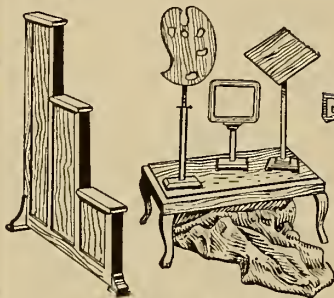
17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler. Sent prepaid upon **\$1.50** receipt of price.

The Merchants Record Co., Chicago

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MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

Many Sales Are Made on the Sidewalk
Catalog on Request

The Oscar Onken Co., 3742 West Fourth Street, Cincinnati, O., U.S.A.



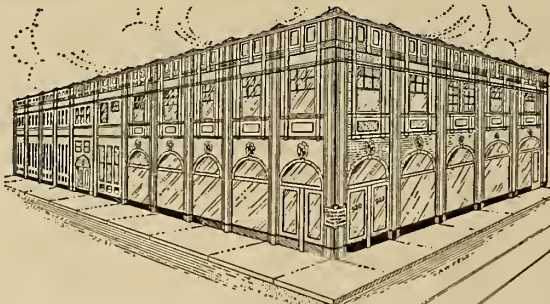
Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures.

920-922 No. Clark Street CHICAGO

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

LEARN TO PAINT SHOW CARDS

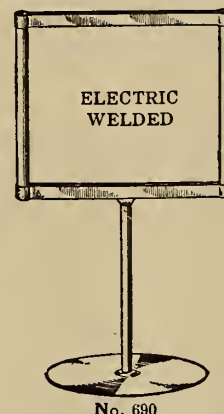
Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY

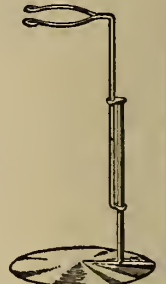
Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. FREE outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: Detroit School of Lettering
DETROIT Established 1899 MICH.
Oldest and largest school of its kind in the world.



Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

LET YOUR NEXT FLORAL DECORATIONS

BEAR THIS LABEL

"Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St.

New York City

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET

CHICAGO, ILL.

Window Trimmers and Wax Artists

READY-FIT EYELASHES—WITH FULL DIRECTIONS
SURE QUALITY

I MADE OVER 13,000 SETS FOR MANUFACTURERS
50 CENTS PER SET \$5.25 PER DOZ. SETS

THOS. P. CHEEVERS

66 WEST CONGRESS ST.

DETROIT, MICH.

Display Fixtures De Luxe

Exquisite in Design — Perfect in Finish — Practical in Use — Satisfactory in Price

2010 2011 2012 2013 2014 2015 2016



2010—Plateau, 15 in. high.
12x22\$16.50

2010—Plateau, 10 in. high.
12x22\$14.50

2010—Plateau, 5 in. high.
12x22\$12.50

This is only one of our many beautiful period lines—Send for our large Catalog today.

Polay-Jennings Fixture Co.

1007-9-11 Blue Island Ave.

Mnfrs. World's Finest Display Equipment

CHICAGO, ILL.

These fixtures are accurately designed in the

**William and Mary
Style de Luxe**

We believe this to be the handsomest line of fixtures ever produced, and they are as good as they are handsome.

Solidly built from the best materials and finished with the same skill and care that is given to the costliest furniture.

These fixtures are wonderfully luxurious in appearance and will add distinction to any merchandise, yet they cost no more than ordinary fixtures.

These plateaus have inlaid plate glass tops, permitting insert of all color schemes for seasonable decorations.

EXTRA—Your initials given on each leg in tint.

FINISHED IN OLD IVORY

No. 2010—Plateau (oval), 9x14,

10 in. high.....\$10.50

No. 2011—Tilting Glass Top

Stand, 6 to 30 in.....\$4.25

No. 2012—Tilting Glass Top

Stand, 6 to 30 in.....\$4.25

No. 2013—Pedestal, Fluted

Standard, 24 in. high....\$4.00

No. 2014—Tilting Top Stand, re-

movable glass.....\$4.50

No. 2015—Pedestal, 18 in. high,

.....\$3.50

No. 2016—Garment Fabric

Stand, 24 in. high.....\$3.75

Plan Your
Fall Opening Display
NOW

Newest
Ideas in
Backgrounds

Our designing dept. is at your service
Correspond with us to-day!

The MODERN ART STUDIOS

431 N. CLARK ST. CHICAGO.

A Successful
Decoration
is Assured.



“Everything in Display Equipment”

THE display value of men's apparel is enhanced or depreciated in exact proportion to the appropriateness, design and quality of the fixtures employed in display work.

Buy the best! The added attractiveness of your merchandise displays and the inevitable stimulation of sales which follow, will compensate many times over for the difference in cost between good fixtures and the indifferent variety.

Fifty years engaged in the manufacture of Display Equipment has gained for the Curtis-Leger Fixture Company a reputation for good fixtures at fair prices; a reputation which will not be jeopardized in the future by the manufacture or sale of anything but the Best.

Curtis-Leger Fixture Co.

237 West Jackson

Chicago, U. S. A.



Merchants Record and Show Window

June 1919



J. C. BODINE

Arrange to Attend the I. A. D. M. Convention at Chicago, July 14-17

Having Accounted for the Late Buyer



832K/E

We Have in Stock
for
Immediate Delivery

Everything in Display Equipment

*For information write for
our Folder No. 12M*

The Barlow-Kimnet Co.
724 BROADWAY, N. Y.

FACTORIES:

HOLYOKE, MASS.

ROCHESTER, N. Y.



822K/WB

Combining the Practical With the Artistic

Display fixtures are expected to last for years—for this reason they should be selected with care. The chief considerations in buying fixtures are practicability, appearance, durability and price. Our fixtures meet all these requirements. They are thoroughly practical. They are artistic beyond criticism, being designed by competent artists in the purest of period styles. They are sturdily built by experienced workmen using the best materials and they cost no more than ordinary fixtures.

**Our Fixtures Good to Look At and
They Are Equally Good to Use**

Our Catalog

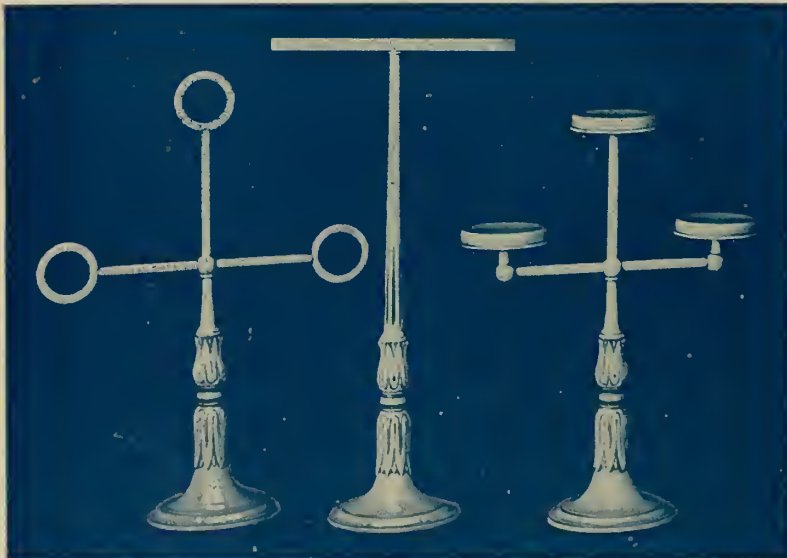
We believe our catalog to be the most interesting and instructive book of its kind. It is a practical hand-book of period decoration as applied to show windows.

This book contains hundreds of handsome illustrations—not only of display devices of every description, but also of modern merchandise settings and complete window displays. It will be found of real value by every merchant and display man because of the almost endless display suggestions.

Window Backgrounds

We specialize in the designing and building of permanent and semi-permanent backgrounds.

For this purpose we maintain a force of skilled designers and competent workmen. Our large factory affords us every opportunity to handle this class of work economically and well.



Colonial Haberdasher Stands—One of the hundreds of styles we make.

We will be pleased to submit without charge, special designs for fixtures or window backgrounds. Give us accurate measurements of your windows and any suggestions you may care to offer and we will prepare original drawings for you.

SEND FOR OUR BIG CATALOG TODAY

THE DECORATORS SUPPLY CO., 2525 to 2545 Archer Avenue, Chicago, Illinois

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

Direct all letters and make all remittances payable to the order of *The Merchants Record Co., 431 South Dearborn Street, Chicago.* Payments made to other than authorized collectors will not be recognized.

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

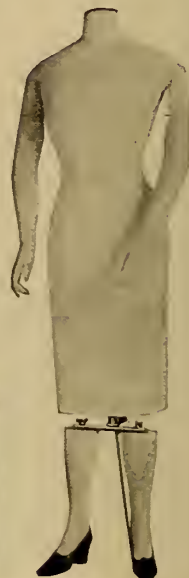
Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

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Make Buyers Out of Passersby

Store managers everywhere will tell you that Hugh Lyons' fixtures aid in building up sales—increase the volume of business.

Why not make your windows better business builders by standardizing on the most attractive and distinctive fixtures the mar-

ket affords—Hugh Lyons' period designs?

Let our organization assist you in the selection of your window and store fixtures.

Write for our supplementary catalogs in which our William and Mary, Adam, Chippendale and Queen Anne designs are shown.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.

3 BIG PRIZES for Card Writers

FIRST
PRIZE
\$ **25**

SECOND
PRIZE
\$ **10**

SPECIAL
PRIZE
\$ **25**

Card Writers' Convention
 Chicago, July 14, 15, 16, 17

FIRST PRIZE \$ **25.00** SECOND PRIZE \$ **10.00**

For the best example of card writers' work done with Esterbrook drawing and lettering pens, while in attendance at the Convention, the above prizes will be awarded.

SPECIAL PRIZE \$25.00

We will also award a prize of \$25.00 for the best three examples of card writing done with Esterbrook pens and brought or sent to the Convention.

Be Prepared for These Contests

Get a supply of Esterbrook drawing and lettering pens now and be prepared for these contests. These pens save time, money and work, produce quicker and more satisfactory work with less effort than the brush or any other method. The Esterbrook speed pen is always ready—feeds ink just where the pen begins the stroke. You can work as fast as your arm or eye can move. The Esterbrook speed pen holds the hand up and allows long sweeping curves or straight single strokes.

Pens, Ink and Cards will be furnished all Contestants **FREE** at the Convention.

The Esterbrook Pen Mfg. Co.
 90-100 Delaware Ave. Camden, N. J.



Write today for full information concerning these prizes.

Contest closes
 July 17th.

Esterbrook Pens

The Decorations You Want— When You Want Them— At the Price You Want to Pay—

Order your summer decorations from us and you will not be disappointed. Months ago we began preparing for the biggest summer season this country has ever known. Our big factory has been running to capacity on inexpensive decorations for parades, pageants, carnivals, patriotic celebrations, etc. We are ready with goods and service. If you have not received our catalogs and special circulars, send for them now.



Botanical Floral Sheeting—This picture shows our famous floral sheeting that is used by expert decorators everywhere for parade work. Each sheet is 1 yard square, any color. Per sheet.....\$0.95

Book of Instruction—Free

Our book on parades tells all about decorating autos, floats and all other vehicles. It contains a large collection of pictures of decorated autos, etc., and shows the best materials for this kind of work. Theater decorations are also shown.

Send for this book now and you will find it a big help in your work, regardless of whether you are an experienced decorator or only a beginner.

Decorations for Halls and Theaters

The triumphant return of our soldiers will call for many special decorations during the next few weeks. We have a big line of goods made up especially for this purpose. They are flowers, vines, etc., that cost little and look well.

Conventions, Etc.

We carry in stock a great assortment of emblems and insignia of all the principal secret orders and other organizations and we can make immediate shipments. Let us know what kind of a meeting you require decorations for and we will give you any information you will require.

Let Our Service Bureau Help You—It Costs You Nothing

Our Service Bureau will furnish you with sketches and suggestions for any decorations you may need. Send us a rough sketch or give us an idea of what you want—we will do the rest.

THE BOTANICAL DECORATING COMPANY

Manufacturers and Importers of Artificial Flowers and Decorations of all Kinds

208 West Adams Street

CHICAGO, ILL.

Botanical Floral Sheeting

Our Floral Sheeting will save time and money for the parade decorator. It is strongly made from good materials and presents a fine appearance. Made in sections one yard square and in all colors. We consider this the handsomest sheeting on the market. See illustration.

Inexpensive Flowers

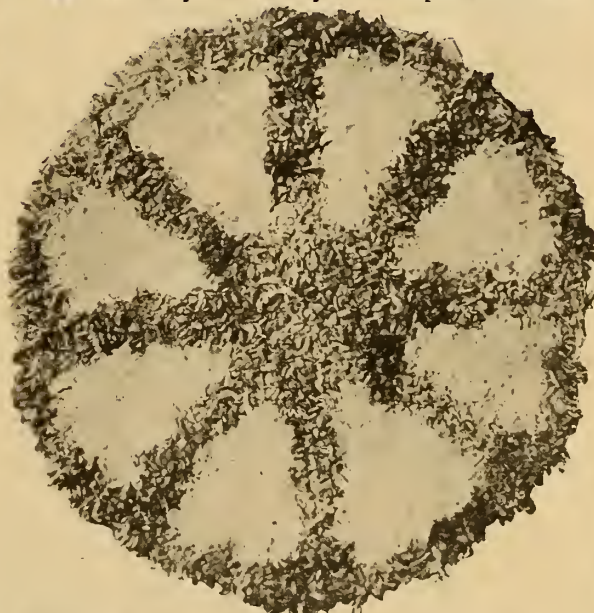
We have a big line of short stemmed flowers, made especially for parade decorating. They cost little and make a great appearance. You will find these parade flowers just as effective as ones that cost several times as much.

Auto Wheel Decorations

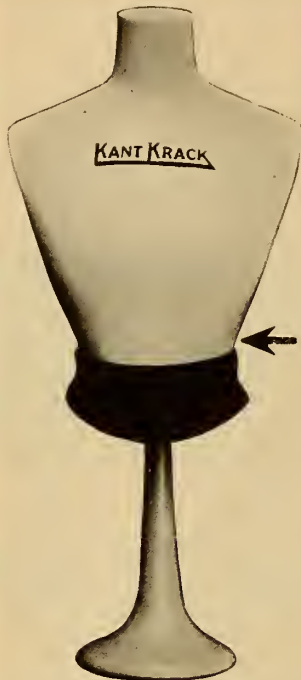
These are circles of our floral sheeting made to fit the wheel. They are very easy to attach, present a beautiful effect and do not mar the finish of the wheel. They are big time and labor savers. Can be supplied in various designs and all colors.

Patriotic Decorations

We have an immense stock of decorations designed for July Fourth, soldier's home-comings and similar occasions. May we send you our special circular?



Botanical Auto Wheel Decorations—This is one of our popular wheel coverings made from our floral sheeting. These can be had in various designs and color combinations. They make a fine finish for any decorated auto. Per set of 4.....\$6.00



No. 812
"KANT KRACK" WAIST
FORM
Made in 16-36
FULL ENAMEL

\$9.50 Each

HALF ENAMEL
WHITE JERSEY
Covered

In Ordering Kindly Mention
Finish Desired on Wood
Parts

KANT KRACK

SKINLIKE WASHABLE FINISH DISPLAY FORMS.

Just Out of the Moulds

THE NEW STRAIGHT LINE EFFECT

Kant Krack Enamel Display Forms

Especially made to fit the up-to-date gowns, dresses, suits and shirtwaists. Narrow shoulders, low bust and large waist lines, are the main features in the present day ready-to-wear.

Besides the newness of shape in our latest

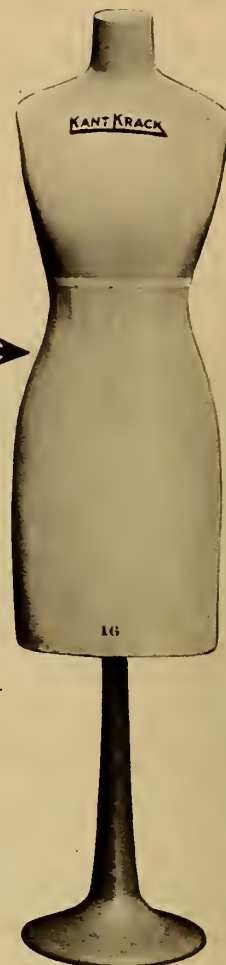
"KANT KRACK" Enamel Forms

we have designed a new mounting of "Cone Shaped" wooden bases—extremely pretty and attractive. Furnished in White Enamel, Ivory, French Grey, Oak, Mahogany or Imitation Circassian Walnut.

Get Better Results

By Using

Better Fixtures and Forms



No. 813
"KANT KRACK" COS-
TUME FORM
Made 16-36
FULL ENAMEL
WHITE JERSEY
Covered From Waist
Line

\$14.50 Each

Mention Finish on Wood
Parts

GREENWALD DISPLAY FIXTURE CO.

812 Broadway
NEW YORK



Shirtwaist and Gown Stands

To Match Nos. 812 and 813 Forms. New and Novel. All Finishes, White Enamel, Ivory, Oak, Mahogany or Imitation Circassian Walnut.

Waist Stands,
Doz. \$48.00
Gown Stands,
Doz. 60.00

Make Your Window Complete with This New

Cone-Shaped Pedestal

Furnished in All Finishes.

Size 12", each. \$2.50
Size 18", each. 3.00
Size 24", each. 3.50
Size 30", each. 4.00
Size 36", each. 4.50

*A Request From You Will Bring
Our Complete Catalogs*



L. Baumann & Co.

FLOWERS

Complete Fall Line Now Ready

DESIGNS are new, original and corrected and passed on by the best window display men.

COLORINGS and color combinations by the best artists in the United States.

PRICES are lower than any other house. We bought our materials before the big advance. We invite

COMPARISON of prices, color and designs.

No Disappointment In Deliveries

WAIT Our salesmen are now on the road showing the complete fall line.

YOUR ORDER for fall decorations should **not** be placed before seeing our line, either in salesman's sample room or at our immense show room.

Fall Catalog will be out at the Convention

Write for Our Circulars of Float and Patriotic Decorations

Just off the press—You need it to help you get necessary decorations for your Fourth of July Celebration and for decorations used in welcoming the return of your Soldiers and Sailors.

**See our big exhibit at the convention of the
International Association of Display Men
at Hotel Sherman, July 14, 15, 16, 17**

L. Baumann & Co.

Importers and Manufacturers

357-359 West Chicago Avenue

CHICAGO, ILL.



READ THIS LETTER

RORABAUGH-BROWN D.G. CO.
INCORPORATED
212-213-214-215 MAIN ST. OKLAHOMA CITY, OKLA.

OKLAHOMA CITY, OKLA.
April 5, 1919

French Wax Figure Co.,
Medinah Bldg.,
Chicago, Ill.

Gentlemen:

We are mailing you under separate cover photo of a recent corset window which you should appreciate as it is composed entirely of your figures, purchased through you a short time ago.

This window though a little daring, attracted a great deal of attention and favorable comment. These are the most perfect figures ever shown in our city and are proving their worth through increased sales, without mentioning the improved appearance of our store front/

Yours very truly,

RORABAUGH-BROWN D.G. CO.

B. B. Brown

Decorators.

#1015

LET FRENCH WAX FIGURES SELL GOODS FOR YOU—TOO

It has been demonstrated that the best way to sell all goods is to show them as they will appear in use. This means that all ready-to-wear should be shown on Wax Figures and Papier Mache Forms.

No better illustration of this primary principle of Window Display can be had than the photograph shown on this page of a Corset Display of the Rorabaugh-Brown D. G. Co., of Oklahoma City, Okla.

We also illustrate a fac-simile of an unsolicited letter from this firm in which is the following interesting statement: "These are the most perfect figures ever shown in our city and are proving their worth through increased sales, without mentioning the improved appearance of our store front."

Largest Exclusive Manufacturer of Wax Figures in America

These figures and forms were made by French Wax Figure Co., the largest and oldest exclusive manufacturers of wax figures and forms in this country.

The fact that we concentrate all our experience on this product has made it possible for us to offer absolutely the finest forms at the most reasonable prices.

You can use more forms—and you will get best results—out of French Wax Figures.

Write for our Valuable Catalogue.

Children's Figures

We have specialized on children's figures and have the most complete line on the market. Sizes range from 1 year to 14 years.

Papier Mache Forms

Notice the two papier-mache forms in the above photograph. Our line comprises every conceivable kind of figure in all sizes. Our flesh color enamel finish is guaranteed washable and unbreakable.

French Wax Figure Co.

Chicago Office: 715 Medinah Bldg.

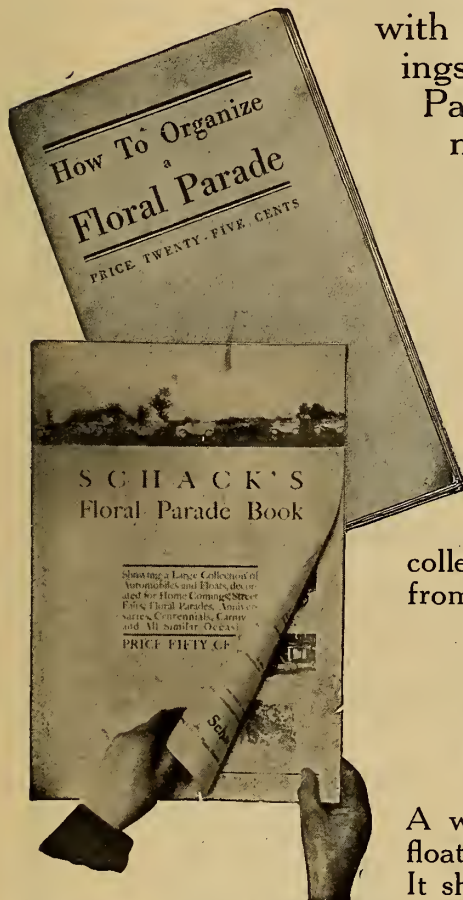
MILWAUKEE
70 West Water Street

LOS ANGELES
202 East Fourth Street

I saw it in the June "Merchants Record"—Page 6

The Floral Parade Season Is Here

Make the Most of It!



with the returning of thousand of soldiers, Home Comings will be celebrated in every community. Floral Parades will be more popular than ever. To get the most out of them, everyone interested needs our Big Free Books on Floral Parades and How to Organize Them.

Send for These Books Now

How to Organize a Floral Parade

This wonderful book contains 32 pages of boiled-down instructions, explaining fully how to organize and manage a Floral Parade. It tells how to start the movement; how to appoint committees; how to classify cars; how to collect money for prizes; how to award them, and every other detail from beginning to end. You will find this book a wonderful help.

Send for It Today—It's Free for the Asking

Schack's Floral Parade Book

A wonderful book of 20 pages, illustrating over 400 decorated floats and autos. No other book like this has ever been printed. It shows every kind of decorated vehicle from the big truck to a small pony cart and motorcycle. There are so many new and original ideas that you are sure to find something to suit you perfectly. Send for Your Copy Today—It's Free.

Key to Schack's Floral Parade Book Schack's Famous "Excello"

This booklet gives an approximate estimate of the cost of decorating the floats and autos illustrated in Schack's Floral Parade Book. It's of practical value to every decorator in estimating cost and amount of decorations to use. **Send for it at once—It's Free.**

—is the most practical product ever offered for the decoration of autos and floats. "Excello" covers the car or float, giving the appearance of a mass of chrysanthemums. Made in all colors, white being the best for all purposes. Price \$1.00 per sq. yd.

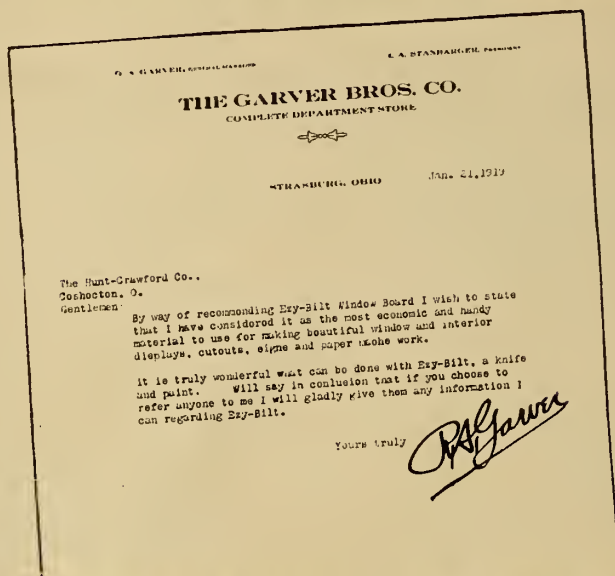
Send for Sample

*Send In Your Name Today and Get
These Valuable Books Absolutely Free*

Schack Artificial Flower Co.

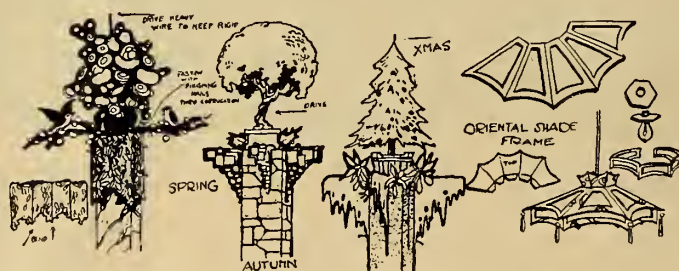
1739-41 Milwaukee Ave.

CHICAGO, ILL.



Composition Board in Retail Store

The first of a series of articles on composition board and its various uses—R. A. Garver discusses and illustrates several interesting features of this product—How to make pilaster and column decorations.



Reproduction of title of article and illustrations of Mr. Garver's ideas that appear in the May issue of MERCHANTS RECORD AND SHOW WINDOW.



Show Window setting executed by Mr. Garver of EZY-BILT, painted to obtain desired effect.

EZY-BILT

The Exclusive Window Board of Unlimited Possibilities

No doubt you have read page 16 of the May issue of MERCHANTS RECORD AND SHOW WINDOW, which contains an interesting discussion on "Composition Board and its Various Uses" by Mr. R. A. Garver of the Garver Bros. Co., Strasburg, Ohio.

In Mr. Garver's words "Composition Window Board is undoubtedly the handiest and most economical material used for temporary background building known.

READ MR. GARVER'S ENDORSEMENT OF EZY-BILT

Unlimited Possibilities

EZY-BILT is truly the window board of unlimited possibilities. The success of your display is assured if the background, cut-outs, figures, relief ornaments, etc., are constructed of EZY-BILT. The numerous illustrations contained in each issue of this journal offer an abundant source of suggestions for the use of EZY-BILT in your store and windows.

Ease with Which Ezy-Bilt Is Worked

No sawing—easily cut with a pocket-knife. No frame work or expensive carpentering required. Does not bend, buckle, warp or sag.

For Stores of All Sizes

No matter how large or small your store is EZY-BILT can be used with wonderful results. Can be used on both sides and finished in many effects at a small cost.

Introductory Offer

This special offer is to introduce EZY-BILT in your store. We know a trial will convince you of its merits.

14 Sheets, Size 36x48 in.....\$5.00
11 Sheets, Size 36x60 in..... 5.00

Send for Catalog

It contains a number of beautiful backgrounds and novel cutouts, with full directions as to construction, etc. Sent postpaid to any merchant or displayman.

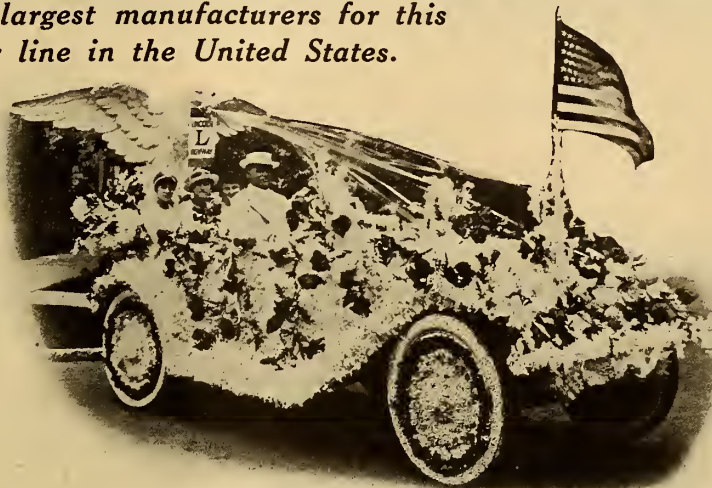
THE HUNT-CRAWFORD CO.

Coshocton, Ohio

Remember Us For Floral Parade Decorations

We are the largest manufacturers for this particular line in the United States.

Order your decorations now for later delivery and avoid delay and disappointments.



Buy your floral parade decorations from us, as our prices are the lowest, comparing quality.

The above photograph was judged by the unanimous vote of the judges awarding first prize for the best decorated car in the parade of eight hundred and fifty-four decorated cars, celebrating the opening of the first paved section of the Lincoln Highway. The judges scored this car first on subject, second on artistic decoration and detail. The decision met with the approval of Vice President Thomas R. Marshall, officials of the Lincoln Highway Association.

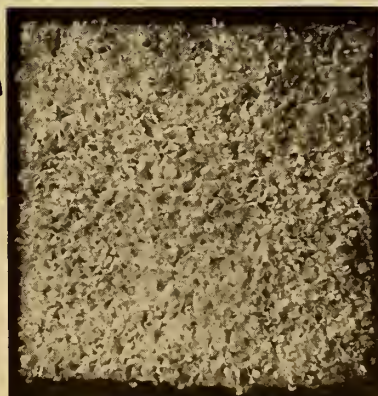
There Are Always Prize Winners Wherever You Use Gasthoff's Decorations.

NOTICE. Beware of imitation floral sheeting that has no patent. Use the genuine patent covered floral sheeting. But it direct from us.
Our Famous White Floral Sheetting at the usual price at 75c each. Size of sheet is one yard square or nine square feet.
Our Famous Colored Floral Sheetting in red, navy blue, light blue, dark green, Nile green, pink, yellow, purple, and lavender, at 75c each. Size of sheet is one yard square or nine square feet.

75 cents each

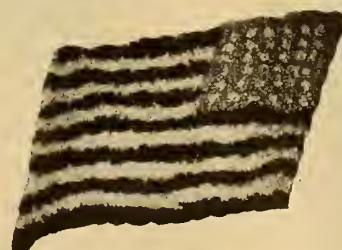


Red, White and Blue Wheel Covers
26 to 29 inch, each.....\$.85
30 to 36 inch, each.....1.00
Same as above in plain white at, each.. .75



Patent No. 1003895. September 19, 1911,
by J. F. Gasthoff, Danville, Illinois.

75 cents each



American Flag, in Floral Effect, Wave or Straight Design.
4 x 6 feet, each.....\$3.50
5 x 8 feet, each.....4.25
6 x 9 feet, each.....5.00
Can also furnish larger sizes.



Star Wheel Cover
26 to 29 inch, each.....\$.85
30 to 36 inch, each.....1.00

Few of Our Short Stem Flowers

Medium size Chrysanthemums, any color, gross.....	\$3.00
Large size Chrysanthemums, any color, gross.....	3.50
Medium size Jap Wistaria, purple, pink, gross.....	3.50
Large size Jap Wistaria, gross.....	4.50
Snowballs, white or natural tint, gross.....	3.00
Small Roses, any color, gross.....	2.50
Medium Roses, any color, gross.....	3.50
Large Roses, any color, gross.....	4.50
Mammoth Roses, any color, gross.....	7.50
Regular size Poinsettia, gross.....	3.50
Carnations, any color, gross.....	.75
Carnations, any color, on 12 inch stem, gross.....	.95
Clematis, gross.....	4.50
Apple Blossoms, with centers, per 1,000.....	3.85
Apple Blossoms, without centers, per 1,000.....	3.35

Write Today for Our Large
Floral Parade Catalogue



American Shield in Floral Effect.
34 x 40 inches at, each.....\$2.00
Can also furnish larger sizes.

DANVILLE

J. F. Gasthoff & Co.

ILLINOIS

Leading Manufacturers of Artificial Flowers and Decorative Supplies

The **WELCH-Wilmarth** LINES of Grand Rapids



This book—a catalog and compendium of mercantile suggestions combined—mailed, postpaid, to any store executive writing us.

The Welch-Wilmarth System of Method in Merchandising includes Store Equipment for the display and efficient care of merchandise of every character—all constructed on the interchangeable plan—the largest and most comprehensive line of complete store fixtures for Department Stores—Clothing Stores—Dry Goods Stores—Cloak and Suit Stores—Specialty Shops.

Our staff of experts in store planning are at your service with suggestions for your store.

Welch-Wilmarth Companies

Grand Rapids, Michigan

Showrooms New York

Chicago

St. Louis

Pittsburgh

MERCHANTS RECORD and SHOW WINDOW

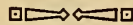
VOLUME XLIV
NUMBER 6

JUNE, 1919

Single Copies
Thirty-five Cents

Stores and Store Fronts

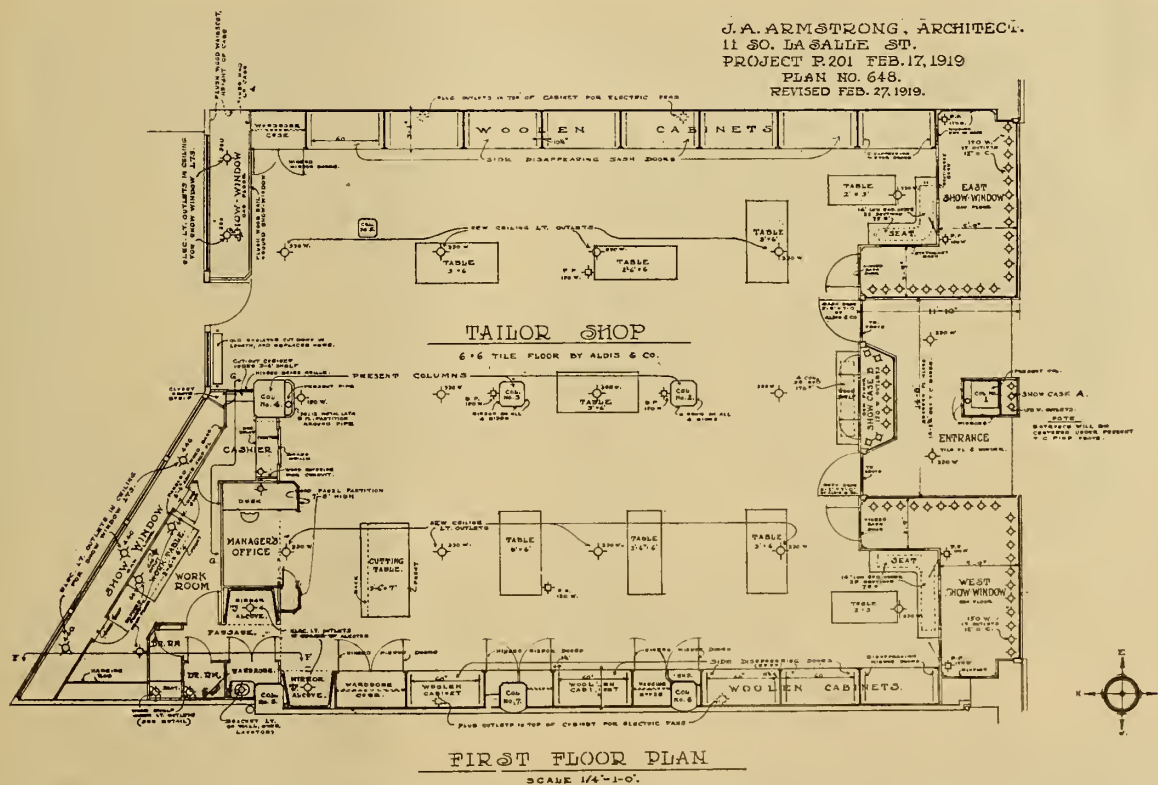
Woodward Holmes opens retail tailoring establishment—Unusual in design and attractiveness—Only establishment of the type in existence—



CHICAGO merchants realize the logic and advantages of the "Build Now—Buy Now" movement as evidenced in the number of new stores being opened. No less than a dozen new retail merchandising establishments have thrown open their doors to the public during the thirty days just past, and an additional number will be doing business before the next issue of MERCHANTS RECORD AND SHOW WINDOW goes to

press. Lack of space prevents a detailed description of all the new establishments, but following the policy long since established one new store with complete detailed information together with floor plans of fixtures, photographs of store front and window arrangement will continue to be printed in each regular issue of MERCHANTS RECORD AND SHOW WINDOW.

This month the fine new store of Woodward



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VIEW OF ENTRANCE TO THE NEW TAILORING SHOP OF WOODWARD HOLMES, CHICAGO, ILL.

Holmes, recently opened in the Marquette Building, Adams and Dearborn streets, Chicago, is the subject, and this establishment affords many unique features in store construction and department arrangement. The Woodward Holmes store is a retail tailoring establishment collaborating with the well known tailoring concern, The E. V. Price Company. It is the only retail store of its kind in the country, and as such a considerable amount of pioneer work was required in the designing.

Previous to consulting the architect, Mr. Holmes and officials of The Price Company frequently con-

sulted and agreed that an establishment which would at once show its connection with the big organization, one that at a glance proved itself capable of caring for a big business and at the same time still have the attractiveness of a "specialty shop" was the sort of an institution desired. It was decided to have a high class shop and yet not have it so elaborate as to give it the appearance of an exclusive store where one would naturally expect to find exclusive prices.

One glance at the store, entrance, windows and interior evidences the fact that the desires of the



OPENING DISPLAY AT WOODWARD HOLMES STORE. DECORATED BY D. A. POLAY, CHICAGO.



COMPANION WINDOW TO ONE SHOWN ON PRECEDING PAGE. DECORATED BY D. A. POLAY, CHICAGO.

men interested were fulfilled in the minutest detail, and a more attractive store can not be found; yet in all its beauty and dignity there is that appeal to all classes which argues that the point relative to "exclusive appearance" was well considered. In the interior of the store the unusual design of the tile floor has much to do with enhancing the beauty of the rooms with their simple, yet neat and dignified cabinets, designed for utility.

That this new establishment has created a most favorable impression may be gleaned from the fact that while the store is but a little more than a month old, it is now found that the working space is not of sufficient size to care for the business being done, and plans are now being prepared to place the workrooms and fitting rooms in the rear of the store and to the west.

The shirt and tie easels, which are not shown on the floor plan reproduced here are especially designed for the Holmes store and are decorated to match the other interior fixtures. The same applies to the low chairs stationed at the tables and coat racks. All of the interior cabinet work is built of solid mahogany and stained a brownish tone. The walls throughout the store are covered with muslin and beautifully decorated. The floor is laid with tile blocks in a combination of black and cream.

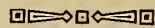
The windows and entrance to this new store are unusually attractive and the spaciousness of the entrance, together with the unique treatment of the exposed column in the center space, undoubtedly contributes largely to the immediate success of the store. The windows are of unusual shape and size for a tailoring establishment, but the success in decorating them proves beyond question that no mistake was made in shape nor size. In designing the backgrounds for the windows, it was the intention to make them attractive but not to have them so prominent that they would detract from the merchandise shown in the window, and here again a most pleasing outcome resulted.

The attention of every reader is called to the show windows of this new store and the extremely attractive displaying of merchandise. Plateaux, tables and other fixtures are walnut beautifully ornamented with carvings and beautifully colored in rose, green, black, gray and gold. The fixtures are colonial in design. Particularly noticeable is the new style of draping piece goods which is the original creation of D. A. Polay. Mr. Polay's ability as a display artist is well known by the men of the profession throughout the country and many of the high class shops of Chicago frequently call on him to design new fixtures and arrange special displays.



Outside Show Cases

Creating additional selling displays by use of outside show cases—The third of a series of articles on how idle space is turned into a most profitable investment — Illustrating several types of cases.



THE vast numbers of inquiries being received by the Service Department of MERCHANT'S RECORD AND SHOW WINDOW augurs well for the greatest business in history along lines of new store buildings, new store fronts and remodeling of interiors, and not a few of the letters arriving daily at this office seek information relative to outside show cases.

The Build-Now—Buy-Now campaign has extended the length and breadth of the country and never before have so many building and store improvements been under way at any one particular period. Big business is ahead, and wise merchants are equipping themselves so as to get their share. The reports from all parts of the country, and from those in an advantageous position to speak authoritatively indicate clearly that there is to be a great revival in business. At the same time they find that nothing in the labor situation warrants anyone in expecting materially lower costs of commodities used in general building. Wages will not be less, and in coming to this conclusion several reasons are given, all based on sound judgment and a careful

survey of pre and post war conditions. With all this reliable information at hand merchants are rapidly realizing the situation and where the store accommodations are satisfactory and a modern front of compelling attractiveness installed they are going a little further, seeking some way to further enhance and increase the value of the store as a place to buy. In most cases the solution is found in the use of Outside Show Cases.

The store front affords the first introduction between customer and merchant and in doing so determines largely—absolutely in many cases—the character of the store and the merchandise handled. Merchants who appreciate the importance of the attractive front, and realize its power as a sales producer, are those who are now planning on the utilization of all idle front or side space through the installation of outside show cases.

A department in MERCHANT'S RECORD AND SHOW WINDOW is regularly devoted to Outside Show Cases, and each month are illustrated several uses of this big factor in business building, together with information relative to the varied uses of this prof-





itable equipment. This month is outlined the experience of an Indiana merchant who used an outside case for special daily features.

Realizing the importance of window space, and appreciative of the pulling power of his attractive store front, the merchant conceived the idea of additional sales through an increase of display space which was possible by the installation of an outside case. The case placed in space hitherto idle was termed "Today's Bargain Case," and is used exclusively for displaying special merchandise upon which is offered a special price for one day, the bargain being changed daily. Around the top of the case is painted in large letters "Today's Bargains." All goods displayed in this case are accompanied with a price ticket showing the regular price and the bargain price for which the particular merchandise is offered that day. The price is good for that day only, and under no circumstance is an article sold at any other price but the regular selling price except on the day it is offered at a bargain in the case.

The specials shown in the bargain case are never advertised, but occasionally the attention of the public is called to the special case through the store's newspaper copy; but the articles offered at special prices are never listed in the advertising copy. Through this method the merchant has the public watching his "bargain case" daily. He states that the outside show case handled in this particular

manner brings wonderful results, as passersby cannot fail to notice the case, and the bargains offered are usually so attractive that great numbers of people enter his store through the influence of this little case. Once inside, it's the same old story—they are met by a well-trained sales force with the result of the sale of many extra items. It is the sale of these extra items which more than offsets any cut the merchant may make on the articles in the "bargain case" offered at special bargain prices.

The above is but one of many uses in which the outside case may be employed, in each instance resulting in increased sales and added profits.

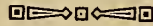
In conjunction with this article are reproduced illustrations showing varied methods of utilizing outside store space through which merchants have added greatly to the drawing power of the store front. It may readily be seen that these cases in fact are nothing less than show windows—for the same purpose, with similar methods of functioning and with equally important results. The illustrations show how outside cases have been employed to utilize space hitherto considered dead—and with big returns. The construction of the cases affords ample proportions for a most pleasing display of merchandise.

Display space properly taken advantage of with attractive arrangement of merchandise, is a most desirable adjunct, and the good store front is a business building investment.



Composition Board in Retail Store

The second of a series of articles on composition board and its various uses—In this installment H. H. Riegel tells of its place in window settings and how it is installed and prepared for papering.



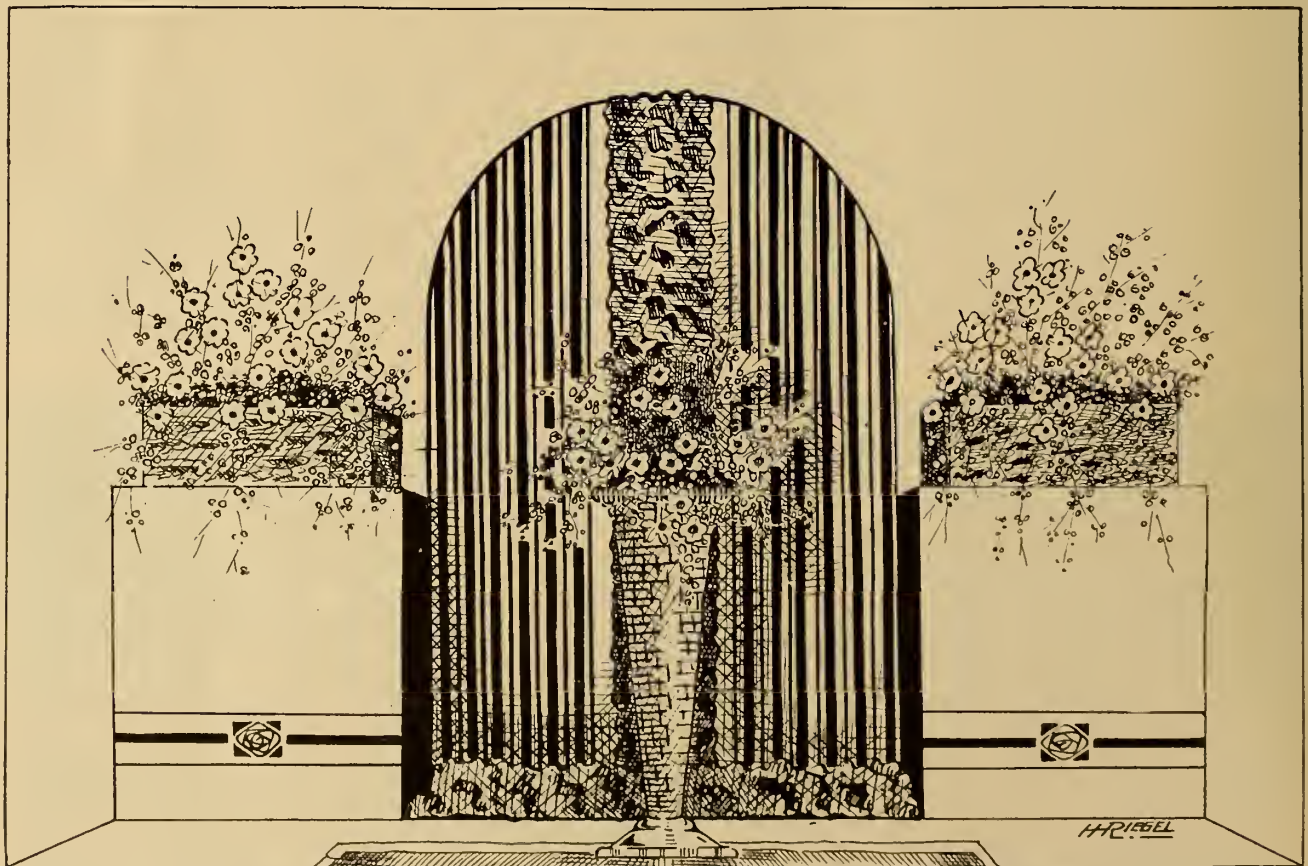
WHEN a display man is given a suggestion by the head of a department or by some higher authority, he must not get angry. Listen to all suggestions from any and everyone who offers them; they cost you nothing and may bring you great results.

The man who becomes great is the man who accepts suggestions from others. You often hear display men of your city criticize displays, and say they are not original. If it were not for books and magazines, we would be lost. When such remarks are being made it isn't always true. Because there are very few things that are really original nowadays. Most all things are taken from something else, but

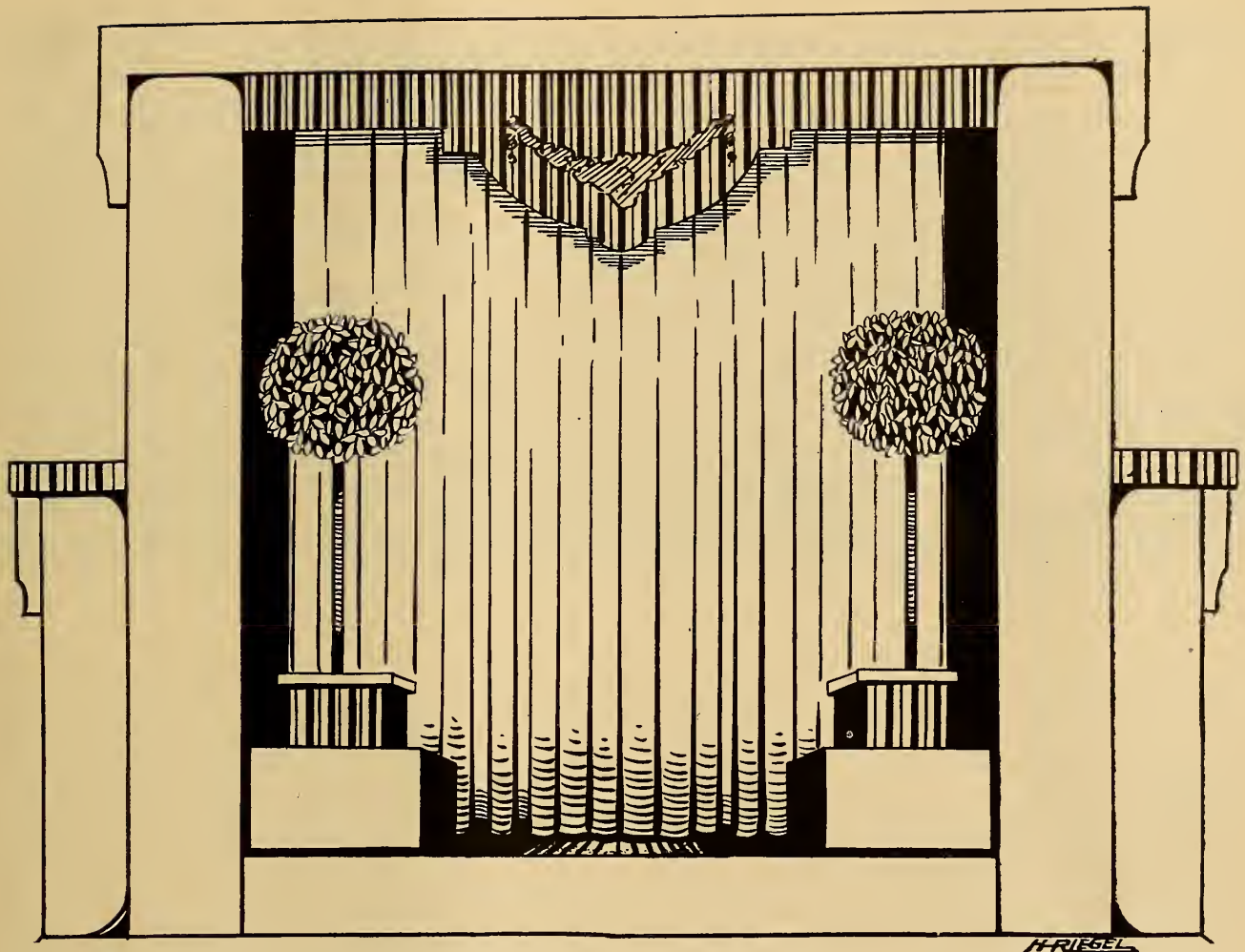
greatly improved, and the only reason we refer to zines, books and other display men's work is to improve ours, to get ideas and a basis to work upon, not to use the same idea or setting, but to guide ourselves.

We see in the best of windows, things that were used time and again, but shown in a more artistic way. When we catch the idea, we soon can find the treatment to carry out the details. To get the idea, we must consider suggestions and keep in touch with the other displaymen's work.

If you are not a member of the International Association of Display Men or a subscriber to some good display magazine, ideas for backgrounds may



BACKGROUND SUGGESTION BY H. H. RIEGEL, WOLF & MARX COMPANY, SAN ANTONIO, TEXAS.



BACKGROUND SUGGESTION BY H. H. RIEGEL, WOLF & MARX COMPANY, SAN ANTONIO, TEXAS.

be had from moving picture settings, and worked out to good advantage with a few changes. Some do not require changing at all. It is always good to have a pencil and pad with you in case you should see something for a good setting make a memorandum of it.

The illustrations printed here may be of some help in offering suggestions for settings and are but further examples of how attractive backgrounds may be had at small expense. The settings shown are to be made of composition board and may be later used in some other form of display work. In this connection I may add that the composition board is the display man's best equipment. The uses to which it may be put are practically without limit. It is inexpensive and practical and easy to work with. It is the ideal background and cut-out material to say nothing of its efficiency and adaptability in a hundred other uses.

Care should be exercised by the display man in installing composition backgrounds and in giving the board any particular finish. When nailing on the board an ordinary flat head wire nail should be used, and the nails should not be less than four or five inches apart. The nails should be driven only flush with the surface of the board so as not to dent

the material. In nailing commence at the top and nail straight down, or begin at bottom and nail straight up to the top. Always avoid nailing at both ends and working towards the center, as such proceeding would have a tendency to bulge the board. To be sure, one may begin at center and work to the ends.

It has become quite a fad to cover composition board with wall paper or some like material and in doing this much care should be taken. A widely known manufacturer and distributor of composition board offers the following instructions for papering: After the board has been placed and nailed apply a coat of shellac over the nail heads, a process that will prevent rusting of the nail heads and at the same time prevent them from showing through the paper. A variety of pastes may be used, one as good as another with perhaps the ordinary flour paste most generally used. In the latter case first cover the composition board with a thin glue sizing, and then dissolve brown sugar or molasses in water which is then mixed with the flour paste and boiled. The joints should be closed with crack filler. In case the composition board is to be exposed to more than ordinary heat apply a coat of flat paint to the board surface before papering.

Study of Color Harmony

The subject of color one of great interest—How colors originate—Combining primary colors with their complementaries—Light and dark tones of a single color combine in perfect harmony—How to find the complementary colors.



By R. T. Whitnah

IT IS the object of the writer, in this series, to present something that will be of benefit to the reader and something of interest to the display profession as a whole. Whether the display man be merely an amateur or a professional, the subject of color is one that should interest all. Color is a life study, and one of much discussion. Some eyes are more susceptible to color than others. Observation will assist greatly in training the average eye to color. Color speaks louder than words. It smiles at you, or it frowns as the case may be. It has warmth or is cold. It is shallow or deep.

Can the individual imagine for a moment the effect on life, and all surroundings if color was absent. Imagine the trees, the flowers, every object of the universe if seen only in the monotone shades of the photo or the movie screen.

There are three basic colors from which all

shades originate. These are the primary colors, red, yellow and blue. The next colors in order of rank originate from the primary colors and are made by a combination of any two of the primary colors. Red and yellow make orange, red and blue make violet, yellow and blue make green. These are the secondary colors. When the eye looks continuously at one of the primary colors the complementary color begins to appear to the eye. If the eye looks at red the complementary green appears and the red begins to look muddy; when at yellow the complementary violet, when at blue the complementary orange. The way that these can best be remembered without taxing the untrained eye, is as follows: To find the complementary of red mix the other two primary colors yellow and blue, which gives green. To obtain the complementary color of yellow, mix red and blue which is purple.



DISPLAY BY OSCAR F. RYAN FOR THE ANDERSON NEWCOMB CO., HUNTINGTON, W. VA.



DISPLAY BY CHAS. T. BOYD FOR FREDERICK & NELSON COMPANY, SEATTLE, WASH.

The display man who can mix pigment is often a better judge of color than the display man who does not.

With the foregoing statements on which to build facts, we may go further into the study of color, or rather into study of color harmony.

When a primary is used with its complement both colors are at their greatest brilliancy. The shades between each of the primary colors are as follows: The complement of colors between red and orange are between bluish-green and blue; between the orange and yellow are between blue and violet blue. Black or white used between certain colors that are not harmonious will make them more pleasing. The following colors injure each other and become darker and lighter unless separated by black, white or gray.

<i>Darker</i>	<i>Lighter</i>
Red	Orange
Orange	Orange-Yellow
Orange-Yellow	Yellow
Yellowish-Green	Greenish-Yellow
Green	Yellowish-Green
Green-Blue	Green
Blue	Green Blue
Red Blue	Blue
Violet	Purple
Purple	Red

Black used with colors makes all colors look lighter; white used with colors makes all colors look darker and add intensity to the colors. Gray has the same effect as *white with dark tones*, and light-

ens very light tones. Gray neutralizes all middle tones.

White is preferable to black to use with the following combinations: Red with blue, red with violet, orange with blue, orange with violet, yellow with blue, green with blue, green with violet.

Black when placed next to yellow and orange makes black appear blue; red gives black a green cast, while black looks dead if used with violet or green blue. Gray is preferable to black in the following: Orange with violet, green with blue, and green with violet.

Different hues of one color never combine harmoniously. For instance, imagine reddish-blue with greenish-blue, yellowish-red with bluish-red, etc. The light and dark tones of a single color always combine in perfect harmony.

It is not the writer's idea to cover the subject of color in this one article. It would take a book to cover the subject properly and there is no one who would attempt to exhaust this subject in a single article. The next article of this series will cover "The Effects of Contrasts of Color." At that time lists will be given which it will pay to use for reference. By extending the study of color over two articles of the series the readers can obtain much more valuable information than by confining all to one reading. Make color a study. Without it you can do nothing. With it you have the physcology of the universe at your disposal.



How to Make Show Cards

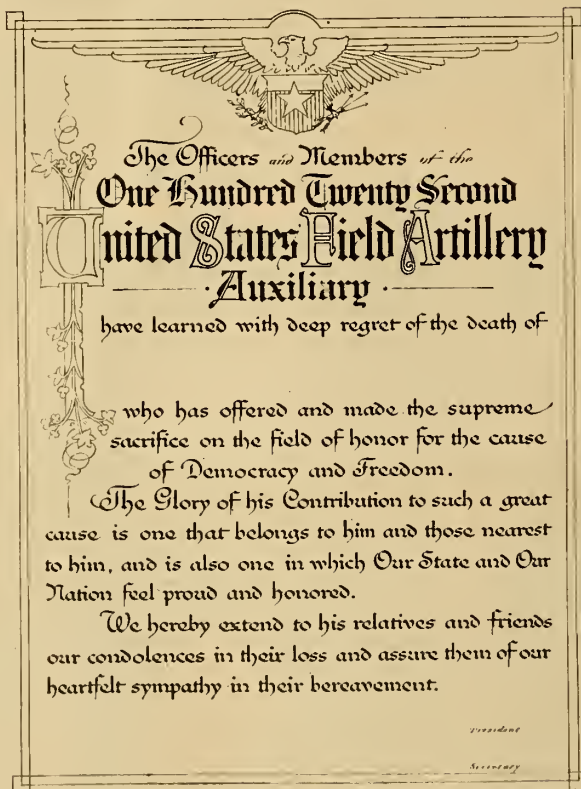
Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

MANY months ago there appeared in these columns some old English and engrosser's text alphabets which were thoroughly explained at that time. In this month's issue is shown a drawing for lithographic reproduction for the Gold Star Men of the 122nd U. S. Field Artillery.

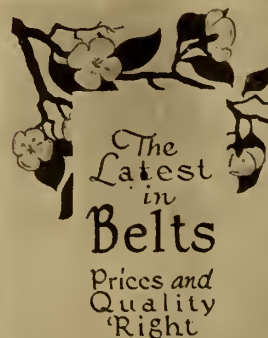


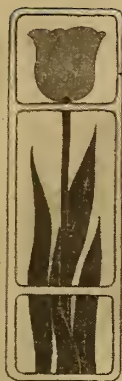
It will be impossible to show by means of a zinc etching the fine lines of this lettering, but it will give an idea of the accuracy of the work a skilled letterer must do. The border size of drawing is about eight by eleven inches. Next month a half-tone of this memorial will appear, complete with soldier's name



and the initial bar completed, and initials and eagle colored, with a description of same.

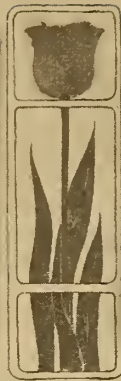
Many honor rolls and memorials of this kind will be wanted throughout the land this year and the person who can cleverly manipulate a lettering pen will find much of it to do. In the April issue appeared a description of black cards, the somber ef-





CLEANING HOUSE ?

Let us supply
Your Needs



It's foolish to have
CORNS
when you can
Remove Them
Surely and Safely for **25c**

fect of which was enlivened by colored dots.

You can get some of the value out of this month's cover color plates, which the publisher's intend you should get by noticing the little dots of bright color here and there. Color when used, should be used deftly, else it is offensive in a store—or on the street.

One will see everywhere a type of girl on the streets who looked as if she dipped her face in a flour barrel and swabbed her cheeks with red show-card color. On the other hand one will see the dainty bit of femininity who knows the value of powder and rouge and knows by the same token, color value.

You have undoubtedly noticed this. Put the same good taste into your cards that the typical American girl will use in making up her toilet—only for goodness sake don't ask her how she does it.

This month are shown some quickly airbrushed cards, rapidly lettered and effective where an inexpensive card is desired. Few people realize the extremely dainty work that can be done with an air brush. In England, printing establishments are equipped with them and use them to advantage. Big department stores invariably get up special

cards printed in color from zinc plates made from hand-drawn lettering.

Tint block backgrounds are invariably used and while the small store cannot afford the expense of plates and printing—an air brush in the hands of a young man or young woman artistically inclined can do wonders.

You don't get much in a set of color plates for \$25 or \$30, and they are only good for one job. On the other hand, an air brush is good for many jobs.

With the examples in colored illustrations and hand drawn lettering now running and being used by national advertisers in the magazines where everything from a motor car to silk hosiery is illustrated, there is, and should be a decided improvement in the appearance of colored signs throughout the land.

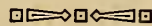
With the signing of the peace treaty it is only fair to assume that the little novelties which all card writers were becoming attached to will again reach us from England, France, Japan, and possibly Germany, and let us hope we will be able to get better hair for our brushes.



DISPLAY BY HOMER M. BANCROFT FOR T. W. MATHER COMPANY, PASADENA, CALIF.

The Drug Store Window

Strive to keep windows new with plenty of variety in setting and general arrangement—Avoid one continual style of display—Do not use panels for all occasions—Illustrating pleasing sale setting



By Geo. F. McConnell

SINCE the introduction of the panel some years ago for use in the drug store store-window, practically nothing else has been used. We must admit that the panel is very practical for displaying this class of merchandise, but it is my opinion that they are being used too exclusively. The public is always looking for something new, and this applies to the drug store window the same as any other. When one style of display is used it gets tiresome to the onlooker and loses much of its drawing power. Use your panels for a change, but don't use them all the time.

At the present time I am installing entirely new backgrounds throughout all my windows, in all stores to use in conjunction with my panels. These I am constructing from composition board flat against the permanent backing so that I can use

my panels in front of the background without moving anything, thus changing the whole atmosphere of the window in very little time. I am carrying out the same idea and color scheme in all stores as I consider this both practical and economical and a distinct ad for the store.

No goods are shown on these backgrounds, the merchandise being on pedestals, glass shelves, and sloping stands. A large opening is cut in the center of the background which affords a good opportunity for the use of advertising matter, a feature worth while.

I am now using my panels for sale windows only, so that I have two distinct styles of backgrounds which can be changed quickly without much trouble. The accompanying photo will give some idea of the backgrounds referred to. The



DISPLAY BY GEORGE F. MCCONNELL FOR JASSBY'S, MONTREAL, CANADA.



DISPLAY BY W. A. HADDEN, JR., FOR VARNEY BROS. & COMPANY, EL CENTRO, CALIFORNIA.

color scheme is worked out in pastele shades of blue, pink, gray, fawn and cream, in a combination of wave line and stippled effect, paneled off with light tan. The floor is composition board stained with walnut varnish stain. The stands are finished in combinations of pale green, yellow, rose and grey.

Cutex manicure sets are featured in this display, one of the manufacturers display cards having been used as a centerpiece to good advantage. When I was selling behind the counter my boss used to tell me to get on the other side of the counter occasion-

ally, in other words, to imagine I was the customer and see things from the customer's standpoint. The same applies to the display window whether it be the drug store or any other class of store.

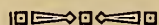
Imagine yourself the customer occasionally and you will soon see where you can improve the selling power of your windows. In conclusion I would urge all display men who are not members of the International Association of Display Men to join right now, and if possible attend the big convention in Chicago, July 14th to 17th. You will be well repaid for your visit.



DISPLAY BY RAY C. DOOP FOR RAMSAY'S DRY GOODS COMPANY'S DRY GOODS COMPANY. JOPLIN, MISSOURI.

Effective Corset Displays

How attractive and profitable displays of corsets may be made at a minimum expense—Full wax forms most important factor in proper showing—Making old forms new—Increasing department sales.



By C. E. Duff

BEFORE our entrance into the world conflict it was the custom for the manufacturers of corsets to furnish, each season, several corset forms fitted with the latest corset models, to be used in the corset department and in the display windows of their dealers' stores for the purpose of creating interest and desire for their respective brand of corsets.

Some manufacturers even designed elaborate window settings and special display forms which were sent from one store to another. These forms and settings were always welcomed by the display man because they afforded a splendid opportunity

to install an unusually attractive display, and often were the only means by which the corset department could obtain window space. I am a firm believer in every department getting window space at least once a year, to give the department publicity, even if the direct sales show less than some other department might be able to produce. During the last year or so, when the cost of materials and labor, which enter into corset making, kept advancing, most, if not all, corset manufacturers concluded that they could no longer afford to furnish free corset forms and models for display purposes.



DISPLAY BY C. E. DUFF FOR THE LEADER STORE, MARIETTA, OHIO.



DISPLAY BY MILTON HARTMANN FOR BRAGER'S, BALTIMORE, MARYLAND.

A large number of merchants and corset buyers were of the opinion that if the manufacturer couldn't furnish display models he surely could not afford to buy them to advertise their products. The result was that many display men failed to receive any new corset forms.

The old forms were either soiled from being displayed in the corset department or the models were out of style—of course none of us want to use a form in our windows unless it looks fresh and clean, and corset displays are not so effective unless the corsets are displayed on forms.

Those of us who had fine, full wax forms were very fortunate for there is no more effective way to display corsets than on full wax figures—there are so many forceful appeals that can be made to the customer by the use of good wax figures.

With the aid of the wax figure, impressive boudoir effects can be secured that give the proper atmosphere to the corset display—and when there's harmony between the merchandise and the setting the display is bound to be more attractive and bring greater results.

If your corset displays do not show an immediate increase in the department's sales, don't make the mistake of believing that your displays are a failure and unprofitable. A good corset window will continue to draw trade months after it has been taken out.

Most women buy a new corset only after the old one is worn out—she'll buy an extra new dress or gown to keep pace with Mrs. Jones—and make her corset do another season. However, if she sees your corset display and it is strong enough in its appeal she may risk going beyond the monthly allowance trusting that father or hubby may be in a pleasant mood the day the bill arrives. Suppose


she doesn't buy now, your display has made an impression so that when the old corset must be discarded she'll hurry to your store to secure one of those models that were on display in the windows.

To make your corset displays so forceful that whenever a woman thinks of corsets she thinks of your display and your store, is the display problem which can be solved by using wax figures and corset forms in a harmonious setting. Don't try to display too many models—a few well displayed are more forceful.

The accompanying photograph not only shows a good effective display featuring a wax figure posed in the attitude of having just arisen from her chair and turned to face the window shopper, but also illustrates how soiled corset forms can be covered with remnants of sateen, plush, velvet, etc., and when trimmed with laces, etc., are as good as new, providing the lines of the form are not too much out of fashion. The color used in this case was a rich green, trimmed with remnants of gold lace. Pink brocaded corsets were displayed on these rejuvenized forms and made a striking effect before each panel with its black background covered with pink chrysanthemums. On the wax figure a white front lace model was shown. The curtain at the back was of pink silk.

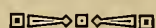
If you have some old soiled corset forms and the lines of the models are not too antique, just try covering them. By using some rich colors as green or purple the corsets will stand out in contrast and a striking effect is the result.

By using one color on all the forms and changing the color scheme each season you can give your corset windows and the corset department a complete change, thereby creating new life and added interest.



Notes from New York

Women's leagues protest the showing of transparent materials in the show windows—"Store Ties" new Namm publication—Flowers favored by Mr. Munn—Interesting display at Lord & Taylor's



By F. F. Purdy

AMONG the women's leagues of every name and nature in New York there is one which has been protesting against the use, in show windows, of underwear made of material such as voile, nets, chiffons, crepes, etc., in fact all materials that are transparent. This league, we are told, has requested merchants to refrain from displaying such articles, and also sought out display managers and asked them to take certain merchandise out of the window, of the character mentioned. This reform program, we understand, is not making much headway, nor likely to be a success.

Speaking with one display manager who was interviewed, he gave his view as follows: "You can visit the Metropolitan Museum of Art and make an inspection of the nude in statuary and paintings, and if your visit is entirely from an artistic viewpoint, there is no possible exception to your attitude. If with corrupted mind, you view these art objects, you can see anything you like, and let vulgarity have its way. This can be applied to displays of underwear. If the trade demands underwear of this kind, the house that does not show it will lose out. The show window has demonstrated its advertising value, and if certain merchandise is not shown, the public does not know it is in stock and thus sales are lost."

A matter of this kind is, of course, up to the head of the house. He can hardly look upon himself in the role of a reformer, but as a merchant whose business is to furnish what is required. He may despise the narrow skirts, as well as the women's filmy lingerie closely bound round each ankle; to say nothing of starting the wearing of winter hats in summer and summer hats in winter by women. After the serious business and fatalities of war, the inauguration of an era of feminine foolishness might seem to him most untimely. But is he to dictate or reform? His business is to sell. He may, however, carefully refrain from going a particle beyond the display or sale of goods for which there is a rational demand. There have been a very few instances in New York within a few years where stores with a fine and highly respectable cli-

entele have gone beyond what was necessary or desirable and taken chances in shocking or offending correct and high-grade women by the introduction of "hoochy-coochy" or other features whose only recommendation was their novelty. But these cases were very rare.

Mamm's New Store Organ

There is always a fund of interesting department store experience at Namm's, in Brooklyn, surcharged with an enthusiasm that is contagious. Display Manager Charles DeVausney has his full share of it. He says that Major B. H. Namm, of the firm, since his return from the other side, has been putting some features of his military experience into the life of the store, with good effect, toning up all departments with the system and efficiency thus imparted.

A new store organ has been running here for several weeks, entitled "Store Ties." It is published weekly, entirely for the employees. Each of the early numbers is containing a diagram, furnished by the head of each department, illustrating the operation of each of them. One recent issue had a single department illustrated by the operation of a heating system, with the fire underneath represented by the energy imparted by complete lines, and dependable and underselling merchandise, and a constant maintenance of stock. Up went the stream through the main pressure line through the "selling and manufacturing force radiators," the first being that represented by the department manager; then to the second, the assistant buyer, "responsible to manager for her selling force"; third, workroom foreman, with entire charge of execution of orders; fourth, heads of stock, "keeping up stock and filling mail orders"; fifth, order clerk, "taking phone calls and keeper of records"; while below was the circulation line through which the results and profits came. The name of every head of section appeared at the proper place, while in one separate corner were named the members of the selling force, manufacturing force and outside force. Every employee in the department was named, and saw exactly where he fitted into the department system.



DISPLAY BY HARRY H. HEIM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

Thus the diagrams of each department will be printed showing the system in whatever kind of a diagram the head has his fancy to use. Mr. DeVausney will soon have his diagram and is conjuring just what sort of one to use to illustrate his operations. Here is how his assistants are divided in their work: First assistant, supervision in absence of chief, or even in his presence with direction of work—responsible for wax figures and maintenance of order and efficiency, using his judgment on his own initiative at all times; second man, in charge of interior work with one boy, keeping interior fixtures and store equipment well up, seeing that salespeople do not leave things around on the counters, with keeping of signs hanging right, charge of decorators' headquarters; next man takes charge of the velours and keeps fixtures in repair, presses all velours and ribbons, returns all merchandise in as good condition as when received; next comes a detail man, who sees to it that the windows are in perfect order, cards all in, lights in perfect condition, velours clean and background draperies all properly set, no streaks on windows, exchanging merchandise sold from windows for new merchandise, which must always replace same; the first thing in morning this man goes over the windows to be sure everything is right; there are two other helpers.

The store system includes meritorious promotion. Lately the former advertising man, Mr. Niederland, was promoted to sales manager. Mr. Blumenstock is now in charge of the advertising, and also issues the "Store Ties." Half the business administration naturally gravitates to Mr. Namm, the financial and credit and auxiliary departments, the other,

relating to merchandise and sales, to Mr. Baum. In the department heads' restaurant they all meet daily for luncheon and many excellent plans are worked out there, in intimate touch with each other.

The utility of the "Store Ties" is illustrated by Mr. DeVausney in one way by a remark that he sometimes overhears a customer commend a salesperson for some unusual courtesy or initiative, which he notes for the paper. His entire force, by the way, consists of veterans of the war, as the reinstatement of the soldiers and sailors is part of the store policy. Sam. Larkin, his former assistant, is now in charge of the windows of Hecht & Co., specialty house, of Washington. His successor is O. C. MacLeod, recently released from service. Mr. Larkin sends back fine reports of possibilities of his work in Washington. Mr. MacLeod was formerly an assistant of Mr. Hopkins at Gimbel's. There is surely something going on at Namm's, as well as the other Brooklyn stores, and Manhattan display managers not infrequently go over the bridge to "have a look," which is well rewarded. The motto of the "Store Ties," incidentally, must not be overlooked. It is, "It can't be done—but here it is," which well illustrates the spirit of this organization.

Yarn Display at Lord & Taylor's

The crowd is always appreciative of movement and processes. A recent window of Lord & Taylor was constantly jammed. It was a display of yarns and sweaters, accompanied by a showing, "down in front," of the wool, as it came from the sheep right up to the finished article. No. 1 was the wool from the sheep's back; No. 2 scoured wool; No. 3 carded wool; No. 4 combed wool; No. 5 first drawing; No.

6 fourth drawing; No. 7 last drawing; No. 8 roving, finely drawn wool ready for spinning; No. 9 spun yarn, and so on to the completed material. For an attention arrester this exhibit was very much worth while.

Flowers for Embellishment

Mr. Munn, display manager for Franklin Simon & Co., has postponed his trip to Chicago and the West until July, when he purposes attending the convention of the I. A. D. M. and taking observations of some of the best western practice. Mr. Munn remarks that he is finding it desirable, in displays of apparel, etc., to utilize a vase or bunch of flowers in season, like roses, lilacs, etc., which not only attract attention to the merchandise, but are often favorably commented on by observers. This practice, however, he suggests, is something not to be overdone, and the former overdoing of it led to the cutting out of this feature entirely by some.

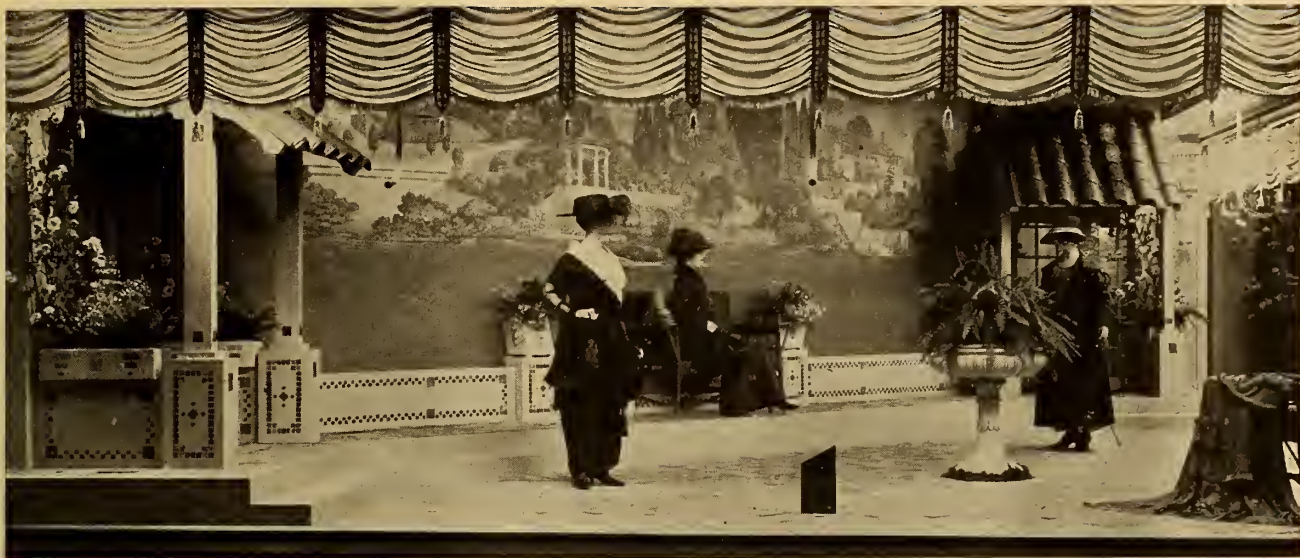
Jersey is the home of a number of our display managers, and the work of some of them was in evidence in a recent Victory Loan parade in Jersey City, where the canopies of the ambulance trucks and other objects were finely decorated by Mr. Trehella, display manager for Best & Co., and his assistant, George Fink, and Mr. Dougherty, of the executive staff of Orkins specialty store. Mr. Trehella, by the way, now has all his old staff back, with the arrival of his assistant, Arthur Schrader, recently discharged from a Base Hospital in France, and who is now at work after a fortnight at his old home in Warsaw, N. Y. With George Fink and Robert Esler, Mr. Trehella now has a staff of three excellent assistants.

Jerome Koerber is still showing up some fine things at Strawbridge & Clothier's, Philadelphia, which is no novelty. On May 15 Pennsylvania had a State holiday, celebrating the homecoming of the Iron (28th) Division, which was acclaimed by Philadelphians as the boys marched on that day. Mr. Koerber had three huge victory wreaths, with green interwoven with gold, at uniform intervals on the front of the store, each wreath surrounding a Keystone and insignia of the 28th Division, the Keystone being surrounded in its turn with incandescent lights for night illumination. But to the window. It attracted keen attention and widespread admiration. The scene was a railway station, true to life, as far as Philadelphia goes, with baggage room at the left, with a few trunks, ticket office, gateways for exit to "Train for Atlantic City," "Trains for Ocean City," etc. A woman was buying a ticket at window to left. Over to the right was a bulletin board of arrivals of trains from Camp Dix, and this bulletin, true to life: "Next train arrives from Camp Dix 11:18, with men from 28th Division." Oh, boy. The crowd hung there and watched with many a moist eye the trio, father, mother and son, who had just met.

Those who know Philadelphia and its suburban farmer population will appreciate the above best. "Father" was "all dressed up." His face was serious, his clothes rather awkwardly worn; he had a cheap new straw hat on, his shoes were new and not natty, and he carried a bandana handkerchief. The star on his coat was eloquent. "Mother" was near by, sober, serious and thankful, and they were both looking down in thanksgiving at the arrival of their stalwart son, who regarded them affection-



DISPLAY BY P. S. WILLIAMS FOR SCRUGGS-VANDERVOORT-BARNEY, ST. LOUIS, MISSOURI.



BEAUTIFUL SETTING BY CHAS. T. BOYD FOR FREDERICK & NELSON, SEATTLE, WASHINGTON

ately. The group was one that made a big hit with all, and it was hard to get up to the window. In every detail it was so true to life, in ticket office, figures, groups, baggage and all, that it caught the crowd strong.

Mr. Koerber, by the way, is using three-fold mirrored screens in his merchandise windows, the figures often looking full or sidewise into them.

The Wanamaker store was entirely given over to high stands for seats for spectators, on the Market street side, as was natural for the use of such valuable space for observing the parade, as was the case with Lord & Taylor, in New York, on the occasion of the parade of New York's 77th Division late in April, when any kind of space for observation was at a premium.

The Wanamaker decorative force is restored again to its former personnel. Harry Osmer, who was in the navy, returned some time ago. Sam Storm arrived the fore part of May and Tom McLaughlin a short time earlier. Harry Bird, display manager, has changed his headquarters and is now in a snug place at rear of the third floor of the Wanamaker building. But wherever his office, he is a hard man to locate—and a very busy one. The soldiers and sailors are restored to their old jobs at Wanamaker's. "J. W." is one of the old-time patriots, and the claim that he writes the introductions to the ads was relied on as good, for there are characteristic features that belong strictly to him. The Wanamaker store, management and employees, went over the top in every Liberty Loan, and lent yeoman aid to the patriotic efforts through the war.

A visitor in mid-May was Jerome Jaffery, now of Detroit. He was not long ago an aide to Mr. Katz, display manager of Abraham & Straus, Brooklyn, and who a few weeks ago was appointed display manager for Newcomb, Endicott & Co., of Detroit. Mr. Jaffery is much pleased with his new location and prospects, and has been making considerable purchases of fittings for use in his windows and decorations.

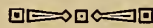
Mr. Hopkins, display manager of Gimbel's, is spending what time he can in looking after the fitting up of a fine roof garden for the employees. "Years ago," said he, "work of this kind would be laughed at. Now large houses are making the surroundings of the help as agreeable as possible." Some of the fixtures, ornaments and flowers no longer adapted to the windows are finding place in the roof garden, and all together these things are being worked in gradually in making it a beautiful spot. Even a fountain discarded from the windows for some reason is in place to add a touch of coolness to the summer scene.

It is understood that the Lisner store, in Newark, will undergo material improvements in the interior in the not distant future. This does not comprehend the windows, which are exactly suited for the purpose, and up-to-date. Charlie Brandt, who did such excellent work when the Fourteenth Street Store was running, is in charge of the windows. Few men in the business can get such fine results from ordinary materials by the exercise of consummate ingenuity. He spent a year or more in charge of Bedell's St. Louis windows before coming to Lisner's.



State Street Notes

Chicago honors returning soldiers of the 33rd Division—Retail merchants report satisfactory business—Mr. Kagey's "bathing suit window" attracts much attention—June sales in full swing—New fashion development at The Hub



STATE STREET has been aglow with decorations in honor of the returning Chicago and Illinois soldiers, and the receptions accorded to the men of the Prairie Division, will go down in history as Chicago's greatest celebrations. Playing an important part in all the home-coming receptions were the retail stores, and the decorations on State street closely rivalled those of Michigan boulevard.

On the return of each group of "Prairie Dogs" the stores became a blaze of color with black and yellow, the Division's colors, most in evidence. The building of Carson, Pirie, Scott was adorned with great streamers of black and yellow, with a wreath of laurel about each window of the second floor. Inside the wreath was the circle of black and the

cross of yellow—the Prairie insignia. Mr. McCormick at the Boston Store had that great "victory arch" in place over the main entrance, bedecked with American flags and colors of the 33rd Division. Mandel's State street entrance was adorned with the Division colors and a monster circle and cross was in place above the entrance. The Marshall Field & Company building was a gorgeous spectacle with great American flags covering this giant institution. Other stores were dressed for the occasion and the returning "Prairie Dogs" revelled in the greatest array of color they had ever seen—not to mention how they felt tramping on streets carpeted with flowers tossed from the hands of thousands of beautiful girls. A few more celebrations for the boys that are yet to come and Chicago will again settle down to cold, serious business.



SHOW WINDOW OF THE NEW HOEFELD STORE, DEARBORN AND RANDOLPH STREETS, CHICAGO



DISPLAY BY E. LEO HARRIS FOR RORABAUGH'S, WICHITA, KANSAS.

Chicago retail merchants report that business is good and is ahead of that done during the same period of a year ago. Plenty of money continues to make itself evident and indications are that retail business will be good for some time to come. While the ready-to-wear stores seem to be doing a nice business and in excess of that of a year ago, most favorable reports are coming from the clothing and men's furnishing establishments.

A casual tour of the State street stores elicits much of interest and a feeling that nothing under the sun can stop one from buying if he or she is shown the appealing merchandise in the proper surroundings. Of particular interest and one that continually "jammed" the sidewalk was a bathing suit display by A. H. Kagey for Mandel Bros. This was placed in one of the State street windows and was unusual in execution and color combinations. A bathing beach painting formed the background with a remarkably clever reproduction of a pier about a foot from the back. On the pier were three bathing girls, perfectly posed and adorned in most beautiful bathing suits. Real beach sand was used on the floor.

At Carson, Pirie, Scott's, Mr. Tannehill has given over several windows to the June sales, while the remainder hold beautiful displays of exquisite summer dresses, silks, etc. Those novel backgrounds that brought forth much favorable comment during the spring openings are still in place

at the Hub, where Mr. Beavers holds sway, and are used at this time to serve as settings for some clever clothing displays featuring Rainbow Blue, two tone suits and a new fashion development. An "outing window" at the Hub is at this time attracting great attention. An outing scene done in oil forms the background. The floor is covered with green grass and several baskets of flowers are artistically placed. Outing clothes and comforts are shown with wicker chair and table, golf sticks, tennis rackets and shoes, cameras, etc.

The Hill Clothing Company is the latest Chicago establishment to find its business too great for convenient handling in the present quarters, and this company now has at work architects and carpenters in designing and building more floor space. The original space will be doubled and a beautiful and spacious modern store front installed. The floor adjoining the present Hill location has been leased and in about six weeks Hills Clothing Store will be one of the best equipped establishments of its kind in Chicago.

The Woodward Holmes tailoring shop, opened to the public last month, reports that business is so great that it has already become necessary to call in the architect for the purpose of making plans for more floor space. This is rather remarkable considering the fact that the business is but a few weeks old and that the store is extremely large for a tailoring shop.

A Paying Investment

We urge every display man to attend the Chicago Convention of the I. A. D. M. if he can by any possibility do so—because it will pay him to attend.

We urge every merchant to send his display man to this meeting—because it will prove a paying investment to send him.

The coming convention will prove an important educational event in more ways than one. For example:

Expert display men will demonstrate and explain the latest and most approved methods of displaying merchandise of all kinds. Every man on the program has been selected because he is an acknowledged authority on the subject to be demonstrated by him.

The exposition of display devices, decorations and everything else that is used by the display man will be of the greatest possible value to everyone who is in the market for anything connected with window display. This big exhibit will be participated in by all of the leading manufacturers in the varied lines in which the display man is interested. He will have an opportunity to compare the goods side by side.

Show card writers will find a wealth of practical information awaiting them at this convention. There will be elaborate demonstrations of all the latest tools and other devices employed in the making of show cards of every kind.

While the convention will be essentially an educational event, the entertainment features have been arranged for in a manner which will insure a royal time for everyone who attends the meeting.

The committee on entertainment has planned so there will not be a dull moment from the time the visitor arrives in the city until he leaves.

There is every indication that this will be the greatest convention ever held by the I. A. D. M.—no display man can afford to miss it. No merchant can afford to allow his display man to miss it.

—*The Editor*

An Invitation to the I. A. D. M.

A VERY cordial invitation is extended to all members of the International Association of Display Men to enjoy the following entertainment to be furnished by the Chicago Display Equipment Manufacturers' Association at the time of the I. A. D. M. Convention.

Monday Night, July 14—Exclusive use of one of the largest lake steamers for moonlight excursion and dance. Starts and ends at famous Municipal Pier.

Tuesday Night, July 15—Admittance and ticket to variety of attractions at Riverview Park.

Wednesday Afternoon, July 16—Automobile ride for the ladies along the Scenic North Shore and Boulevards.

Wednesday Night, July 16—Cabaret entertainment and dance at the Banquet.

This has been made possible through the courtesy of the following Chicago firms:

THE ADLER-JONES CO.
333 S. Market St.
AMERICAN ART PAPIER MACHE
WORKS
6311 N. Clark St.
L. BAUMANN & CO.
357 W. Chicago Ave.
BODINE-SPANJER CO.
1160 Chatham Court
BOTANICAL DECORATING CO.
208 W. Adams St.
I. L. BRADFORD & CO.
178 W. Jackson Blvd.
CURTIS LEGER FIXTURE CO.
235 W. Jackson Blvd.
THE DECORATORS SUPPLY CO.
Archer Ave. and Leo St.
DRY GOODS REPORTER CO.
215 S. Market St.
FRENCH WAX FIGURE CO.
178 W. Jackson Blvd.
HECHT FIXTURE CO.
237 S. Wells St.
THE KOESTER SCHOOL
314 S. Franklin St.
MORRIS LEON MFG. CO.
7119 N. Clark St.

HUGH LYONS & CO.
234 S. Franklin St.
MERCHANTS RECORD AND
SHOW WINDOW
431 S. Dearborn St.
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MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	-	-	Established 1893
"The Show Window"	-	-	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	-	-	Established 1903
"Merchant and Decorator"	-	-	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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June, 1919

Prices, Wages to Stay High

IN replying to a letter of Secretary of Labor Wilson in which Mr. Wilson asked J. Ogden Armour's views on the present and future industrial and economic outlook in the United States, the Chicago packer stated that "the greatest danger to our economic structure today arises from the failure of many to recognize a new and higher level of prices, based on permanently increased cost of labor and high taxation. Those who postpone building or buying in the hope of materially lower prices are speculating in the future misfortune of the nation, for falling prices, when reaching the point where profit is eliminated, mean panic, depression, unemployment and other trouble."

Mr. Armour goes on to say:

"In the final analysis 75 per cent or more of the cost of most commodities consist of labor and reductions in the market price of commodities are, therefore, inevitably reflected in the compensation of labor.

"Nothing in the labor situation warrants any one in expecting materially lower cost of commodities in general and building in particular. Wages will not be less, for several fundamental reasons, viz.:

"1. The practical stoppage of immigration since 1914, depriving America of the several million of workers who normally would have come to our shores.

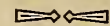
"2. The retention by the nation's military and naval establishments of nearly 2,000,000 workers, which may continue for an indefinite period.

"3. The creation of new industries such as ship-building and manufacture of chemicals and dyes, requiring hundreds of thousands of workers.

"4. The urgent demand for building and construction of every class, due to their having been forcibly held back for several years.

"5. The shortage of the world's food supply.

"6. The proportionately higher levels of commodity prices existing practically all over Europe.



Make Reservations Early

IT IS urged that display men and merchants planning to attend the 22nd annual convention of the International Association of Display Men, which will be held at the Hotel Sherman, Chicago, July 14, 15, 16 and 17 make room reservations at the earliest possible date, and the information relative to rates and rooms listed below is offered with the view of being of assistance to those contemplating attendance:

HOTEL SHERMAN—CONVENTION HEADQUARTERS

Room without bath for one person, \$2.00 and \$2.50.

Room without bath for two persons, \$3.50.

Room with bath for one person, \$3.00 and up.

Room with bath for two persons, \$4.00 and up.

HOTEL LA SALLE

Room with detached bath (one person), \$2.00, \$2.50 and \$3.00.

Room with private bath (one person), \$3.00, \$3.50, \$4.00 and \$5.00.

Room with detached bath (two persons), \$3.00, \$3.50 and \$4.00.

Room with private bath (double room—two persons), \$5.00 and up.

AUDITORIUM HOTEL

Single room (one person), \$1.50, \$2.00 and \$2.50.

Double room (for two persons), \$2.50, \$3.00 and \$4.00.

Single room with bath (one person), \$2.50 to \$4.00.

Double room with bath (two persons), \$4.00 to \$6.00.

HOTEL BREVOORT

Room without bath (one person), \$2.00 and \$2.50.

Room without bath (two persons), \$3.00 and \$3.50.

Room with bath (one person), \$2.50 and \$3.00.

Room with bath (two persons), \$4.00, \$5.00 and \$6.00.

HOTEL PLANTERS

Room with detached bath (one person), \$1.50 and \$1.75.

Room with private bath (one person), \$2.00 and \$2.25.

Room with detached bath (two persons), \$2.50 and \$2.75.

Room with private bath (two persons), \$3.00 and \$3.25.

PALMER HOUSE

Single room without bath, \$1.50 and up.

Double room without bath, \$2.50 and up.

Single room with bath, \$2.50 and up.

Double room with bath, \$3.50 and up.

FORT DEARBORN HOTEL

Room without bath (one person), \$1.75.

Room without bath (two persons), \$2.75.

Room with bath (one person), \$2.25.

Room with bath (two persons), \$3.25.

Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.
Carl Goettmann, Pittsburgh, Pa.

holiday seasons and anticipate the greatest buying era are preparing to make the most of the opportunity. the country has ever known. With this in view they

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



First Air Delivery Service

HISTORY was made in Chicago and Kankakee, Ill., on June 3 when the air delivery service of Alfred Decker & Cohn, manufacturers of Society Brand clothes, was inaugurated with the first shipment of merchandise delivered to The Chicago Store, Kankakee, Ill., where Ed. O'Malley directs the decorating department. It is believed that this is the first air delivery service in the United States, though there are many who disagree on this point.



Buy Early or Be Disappointed

MANUFACTURERS of display and store equipment including decorations of all kinds are busier at this season than they have ever been before. Orders for goods to be used during the fall and holiday seasons are coming in as they have never come in before so early in the season.

Scores of manufacturers who have been interviewed are confident that there will be no let-up during the summer and that next fall's business will break all records. They expect to be flooded with business and some of them state frankly that they will probably find it impossible to fill late orders.

This means that the merchant or display man should place his order at the earliest possible date.

No matter whether you need display fixtures, store equipment or decorations, get your order in now even if you stipulate a deferred delivery.

Naturally, manufacturers will do all in their power to fill orders received, but it will be beyond the range of possibility to take care of this fall's business unless much of the work can be turned out during the summer months. Either the merchant must cooperate with the manufacturer though ordering early or he must take a big chance of not getting the goods he wants.

Order now and be sure.

To help our readers we have arranged to act as a clearing house for information concerning store equipment of every description. If you are preparing to buy store or display equipment, decorations etc., and require any information on these subjects, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked:

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store Fronts.....	Shelving
Outside Show Cases...	Counters
Show Cases.....	Wood Display Fixtures.
Clothing Cabinets.....	Metal Display Fixtures.
Bargain Tables.....	Wax Figures.....
Store Seating.....	Papier Mache Forms...
Lace Racks.....	Electric Signs.....
Rug Racks.....	Window Lighting.....
Curtain Racks.....	Store Lighting.....
Window Backgrounds..	Show Case Lighting...
Cash Carriers.....	Mechanical Displays...
Package Carriers.....	Decorations
Cash Registers.....	Valances
Delivery Wagons.....	Soda Fountains.....
Delivery Trucks.....	Metal Ceilings.....
Metal Furniture.....	Store Ladders
Write in names of subjects not listed.....	

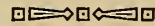
.....
 We expect to build (.....) Remodel (.....)
 Date
 Name
 Address

 Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

The Kansas Convention

Most successful meeting of the Kansas Association of Display Men held at Topeka—Instructive program and Manufacturers' exposition feature—Salina chosen as next convention city—Dannenfeld new president



MORE than one hundred display men and merchants were in attendance at the Second Annual Convention of the Kansas Association of Display Men, held at Topeka, Kas., May 12 and 13. The meeting was a big success from every point and offered many extremely valuable features to the visiting delegates.

Perhaps the greatest feature of the meeting, aside from one or two demonstrations was the exposition of window decoratives and display equipment held in connection. Twelve large booths were occupied with the very latest in flowers, fixtures and other display equipment and this exhibit was of extreme benefit to the members present.



PRESIDENT A. C. DANNENFELD

Salina, Kas., was unanimously named as the next convention city of the Kansas men and if the delegation from that city receives the support they merit from the various organizations of Salina, it can be predicted here that the convention of 1920 will be one grand success. The newly elected president, A. C. Dannenfeld, hails from Salina, where he has charge of the decorating department of the Stevenson Clothing Company and is a man of ex-

traordinary ability and an executive that should materially aid in increasing the Kansas Association's membership.

Raymond T. Whitnah, display manager for Crosby Bros., Topeka, Kas., and who as president



SWEEPSTAKES WINNER, E. LEO HARRIS

conducted the successful convention just passed, is, more than any other, deserving of the lion's share of the glory for bringing this only state organization up to the point of an extremely beneficial body. In fact, the idea of a Kansas state organization originated with this popular display manager. He has worked untiringly for the success of the project and the recent meeting evidenced his great success.

Last minute cancellations of demonstrations by men having previously accepted invitations to take places on the program caused a few changes, and deprived the visiting delegates of a number of actual demonstrations. However, such changes are evident in most convention programs and the committee in charge of the Kansas meeting overcame most of the difficulties by substituting other features.

The meeting was called to order by President R. T. Whitnah at 10 o'clock, Monday morning, May 12. Mr. Whitnah briefly outlined the conception of the state organization, its gradual strides until it became an active force for the good of the display man and the profession. Following this brief recital he, in behalf of the Topeka Display Men's Association, welcomed the delegates to Topeka. He then introduced A. L. Oliger, secretary of the Topeka Chamber of Commerce who extended the city's welcome.

President Whitnah then introduced James W. Foley, editor of *MERCHANTS RECORD AND SHOW WINDOW*, Chicago, who spoke on "The Show Window as a Source of Civic Pride." Following Mr. Foley's talk adjournment was taken until 1:30 p. m.

The afternoon session was called to order by the president at 2 o'clock and Mr. Whitnah made several announcements before calling on the first demonstrator. He appointed a committee of judges to examine and pass judgment on the photographs entered in the convention contest. This committee consisted of James W. Foley, editor *MERCHANTS RECORD AND SHOW WINDOW*, Chicago, chairman; Jack Cameron, display manager for Harris-Emery Co., Des Moines, Ia., and Mr. McKeehan of Kansas City, Mo. The nominating committee was then announced and comprised the following men: J. H. Everett and Tony Figgemier, Wichita; R. D. Griffiee, Salina; D. C. Dalton and D. H. Taylor, Junction City; B. J. Johnson, Manhattan; H. C. Brown, Clay Center; C. H. Harvey Rhodes, Chanute; J. J. Donnellan, Emporia; Mr. Comstock, Topeka; F. E. Osgood, Arkansas City; and F. J. Findley, Fort Scott.

On motion by J. H. DeWitt, display and advertising manager for The Boston Store, Wichita, the *MERCHANTS RECORD AND SHOW WINDOW*, Chicago, was unanimously and enthusiastically voted the official organ of the Kansas Association of Display Men.

Jack Cameron, display manager for Harris-Emery, Des Moines, Ia., was then introduced as the first demonstrator. This nationally known artist gave a most instructive demonstration of draping silks and fabrics over fixtures. Mr. Cameron executed several exquisite drapes as used in several of the country's greatest stores. In addition he introduced his original creation of draping over double bowl fixtures. As he completed his demonstration he was accorded a tremendous ovation. Cameron is listed on the I. A. D. M. convention program and delegates to the big meeting in Chicago next month have a treat in store for them.

Following Mr. Cameron's demonstration Hugh McVey, director of publicity of the Capper Publications, Topeka, addressed the delegates on "Advertising." He told of how England had copied the American idea in window display and how the merchants of small towns could develop big business through proper attention to the show window.

Mr. Malm, of the Acme Paint Company, was next on the program and was very interesting with his demonstration of tiffany stenciling and brush effects. The nominating committee then submitted its choice of candidates for office for the ensuing year. The business meeting was then adjourned to Tuesday morning at 9:30.



CLASS 1—1ST PRIZE, E. LEO HARRIS, RORобаUGH'S, WICHITA, KANSAS.



CLASS 2—1ST PRIZE, E. A. McCLUNG, SALINA, KANSAS. A COMPARISON DISPLAY.

The morning session of the second day of the convention was opened at 10 o'clock, Tuesday, May 13, with President Whitnah in the chair. Having made several announcements the president then introduced William A. Biby, of Topeka, and national treasurer of The Knights and Ladies of Security. Mr. Biby is a figure of national prominence and a forceful speaker and his address to the convention was one of the gems of the program. His extensive traveling throughout the country in his official capacity has brought him in close touch with what is being done in merchandising and advertising

throughout the country and his recital of various methods and innovations was of vast educational value. He particularly congratulated the men of the display profession on their wonderful influence for good during the period of the war. Mr. Biby's address made a big hit with those in attendance.

"Unconsciously," he declared, "the American people are acquiring artistic tastes; they are inclining more and more toward the beautiful." And in this connection he frowned upon the idea of merchants crowding their show window. In the extreme east and extreme west, he said, merchants



CLASS 3—1ST PRIZE, HARRY W. TOBEY, GREENFIELD'S, WICHITA, KANSAS.



CLASS 4—1ST PRIZE, E. LEO HARRIS, RORобаUGH'S, WICHITA, KANSAS.

have discovered the appealing force of attractive and appropriate designs in backgrounds and sides, with the display of only one or two articles in the center. The day of the "screaming" sign has gone, he asserted, and the era of the small, neat and artistic window card is at hand.

Biby recalled the days when he was in the general merchandise business and used dry goods and shoe boxes in his window displays and compared those times with the present when backgrounds and beautiful decorations can be procured at nominal cost from companies that make a specialty of that work. The show window, he declared, advertises not only the store, but the town.

The demonstration on "Draping" which was to have been given by A. E. Butterworth, display manager for John Taylor's, Kansas City, Mo., was cancelled owing to the fact that circumstances prevented Mr. Butterworth from attending.

Following the noon recess President Whitnah introduced Mr. Siegel, of The Poster Advertising Company, who addressed the convention on "Linking Window Displays with Poster Advertising," following which A. P. McKown, of the Pelletier Stores Company, Topeka, and president of the Topeka Retail Merchants Association gave a most interesting and inspiring talk. Mr. McKown is a "live wire" merchant and one fully appreciative of the display man and his work as a most potent sales factors in retail merchandising. His address follows:

On behalf of one hundred and twenty-five active retail stores of Topeka, I extend to you a hearty welcome and the hand of fellowship.

We are proud and very much pleased to have your Convention held in our city, the natural convention city of Kansas by reasons of its being the capital city.

I was not informed before coming here that I would be called on to speak, I am therefore quite unprepared—but deem it a privilege to say a few words at random.

Having labored at the window game for eighteen years before assuming other duties—I feel I am not a stranger to your profession. In fact I feel quite at home among and with you,—and with your indulgence I will give you a few impressions of my own that may or may not meet with your approval.

I believe that window display advertising is the best advertising asset that retail stores have today—and by that I do not for one moment discount the value of newspaper and other mediums of advertising—but they are all in a large measure *indirect means* of advertising, while your windows are a direct and almost personal appeal to the multitudes passing them each day. They are the mirrors of the store, reflecting all that is contained within the four walls of the store—your windows are an expression of the kind of a store behind them—management—organization—character of merchandise carried, etc.

Yours is a very important position with the store that you are identified with and the store deserves the very best you can give for that reason. A Display Man should learn to be a diplomat (if not already one) as your duties necessitate your working in harmony with all department managers as well as some of the executives, in order to obtain the best results—and if you can do this you are a diplomat since department managers requests and dispositions are varied and numerous.

I know of no position in any retail establishment that offers a better opportunity of becoming efficient judges of merchandise that yours—you are handling all kinds of it throughout the year.

Department managers do, of course, have a greater knowledge in their line but they are specialists in certain lines while yours is a store wide possibility and you have unlimited opportunities of familiarizing yourself with these various lines, providing you are on the job.



CLASS 5—1ST PRIZE, HARRY W. TOBEY, GREENFIELD'S, WICHITA, KANSAS.

If you will pardon a personal reference I would like to relate an experience with The John Wanamaker Store of New York City, which happened about sixteen years ago, and one that I will remember as long as I live. I was visiting friends in New York City—they were personally acquainted with Mr. P. P. Lynn who was then and I think is at present manager of The Wanamaker Store. This friend was insistent on my moving to New York, and requested my meeting Mr. Lynn—which I did. During the conversation he asked where I was from. I replied, "from Sioux City, Iowa." He stated that "He did not see how any man from a little western town could come there and show them how to do things." I replied that I had no such intentions but if their present windows were any criterion as to their decorating efficiency that I would have no hesitancy in making the attempt. He then informed me that I would have to come in a week on trial as they took no one without first seeing what they could do. To this I assented. He then called their decorator and said, "Mr. Jones meet Mr. McKown who will be here for a week on trial, see how much you can learn." This was sarcasm personified and rather a hard jolt—but I was game. The first night I put in a linen window while Mr. Jones looked on—the second and third nights other merchandise while Mr. Jones looked on. The next day I was called in the office by Mr. Lynn and told that they decorated the rotunda twice a year for elaborate openings and that the money spent for the same was in good round numbers. He told me that I need not report for the balance of the week but to spend the time in figuring out something for the rotunda for Fall opening. You may feel assured that for the next three days I did some heroic thinking and sketching, and at the expiration of the week I reported and placed my copy and plans before him. After carefully studying them he assured me most emphatically that I could have a position then or a month later, and I accepted.

Why do I relate this story—for one reason only—to try and convey to you what I consider a vital and necessary asset

to your profession—viz., that nothing is too hard to accomplish if you but stick to it. Confidence in one's self—tenacity—for after all it is truer to-day than ever before, that you get out of your position just what you put into it.

The most successful display men are natural born artists, having a broad conception and appreciation of anything bordering on the artistic or beautiful, and of keen imagination, and being such he is able to create and execute the artistic. His work is a pleasure because of his love for it. He is able to conceive in his mind what his displays will look like before touching a hand to them. There is within him that "invisible something" which compels him on and on to greater achievements—to be creative—to such an extent that it is a pleasure to see your ideas grow and develop from your own genius.

Keep in touch with the new things and with your co-workers and to such men there is never any question as to their final and ultimate success.

Mr. McKown was vociferously applauded at the conclusion of his talk and was extended a rising vote of appreciation.

J. J. Donnellon, of Emporia, who has done much for the association since its institution, as its secretary, then announced the winners in the window display and card writing contest. They were as follows:

Prize Winners

Class 1, women's ready-to-wear clothing, or millinery, or combination of both—first prize, E. Leo Harris, Wichita; second, P. H. Shultz, Wichita; third, C. F. Richardson, Salina; fourth, T. K. Ebert, Salina.

Class 2, men's clothing: First, E. A. McClung, Salina; second, J. H. Everetts, Wichita.



WELCOME HOME DECORATION BY E. D. PARR, DISPLAY MANAGER FOR THE PALACE, TOPEKA, KANSAS.

Class 3, men's furnishings: First and second, Harry W. Tobey, Wichita.

Class 4, shoes: First, E. Leo Harris, Wichita; second, T. K. Ebert, Salina.

Class 5, underwear, hosiery or combination of both: First and second, Harry W. Tobey, Wichita.

Class 6, for best photo of drape: First, E. Leo Harris, Wichita; second, C. F. Richardson, Salina; third, F. E. Osgood, Arkansas City.

Class 7, sweepstakes, best six photos: First, E. Leo Harris, Wichita; second, C. H. Harvey Rhodes, Chanute; third, T. K. Ebert, Salina.

Class 8, show cards: First, A. C. Dannenfeld, Salina; second, R. S. Griffie, Salina; third, Clarence N. Pierson, Lawrence.

The election of officers then took place and A. C. Dannenfeld, display manager for Stevenson Clothing Company, Salina, was chosen president

over J. H. DeWitt, of The Boston Store, Wichita, by the narrow margin of two votes, Mr. DeWitt's name having been placed in the contest just previous to the balloting. J. H. Everetts, of Wichita, was unanimously elected vice-president, and E. Leo Harris, of Rorabaugh's, Wichita, was likewise without opposition for secretary and treasurer.

Salina was then chosen as the next convention city and it was voted to hold the convention the second Monday and Tuesday in July, 1920. A rising vote of thanks was then extended the Topeka display men for the hospitality so much enjoyed and for their untiring efforts in making the meeting so successful.

Mr. Whitnah then presented the gavel to the new president, Mr. Dannenfeld, who in turn, outlined plans for the coming year. There being no further business the convention was adjourned.



Advantages of State Associations

State Associations strong factors in developing profession—Co-operates with the International Association of Display Men to the advantage of all—Great future for I. A. D. M. through the State bodies—Conventions inspire and stimulate

By A. C. Dannenfeld

President, Kansas Association of Display Men

A STATE organization as a branch of the International Association of Display Men offers many advantages; it acts as a "stimulus" to the local and national organization—it furthers both.

Naturally, a State Association scours its territory for eligible men and is a strong factor in holding them together—organized. You men who have attended conventions of the International Association of Display Men, well remember how they have aroused in you the spirit which you need for success in your work; how the demonstrations and lectures have been a source of inspiration to you and you have gone back to work with more "pep," many new ideas, and zeal which spells success.

There are many men who cannot attend conventions in Chicago or New York each year. A State Convention is a boon to these men. It helps them to become more efficient in their work. They hear lectures and see demonstrations, and this means in-

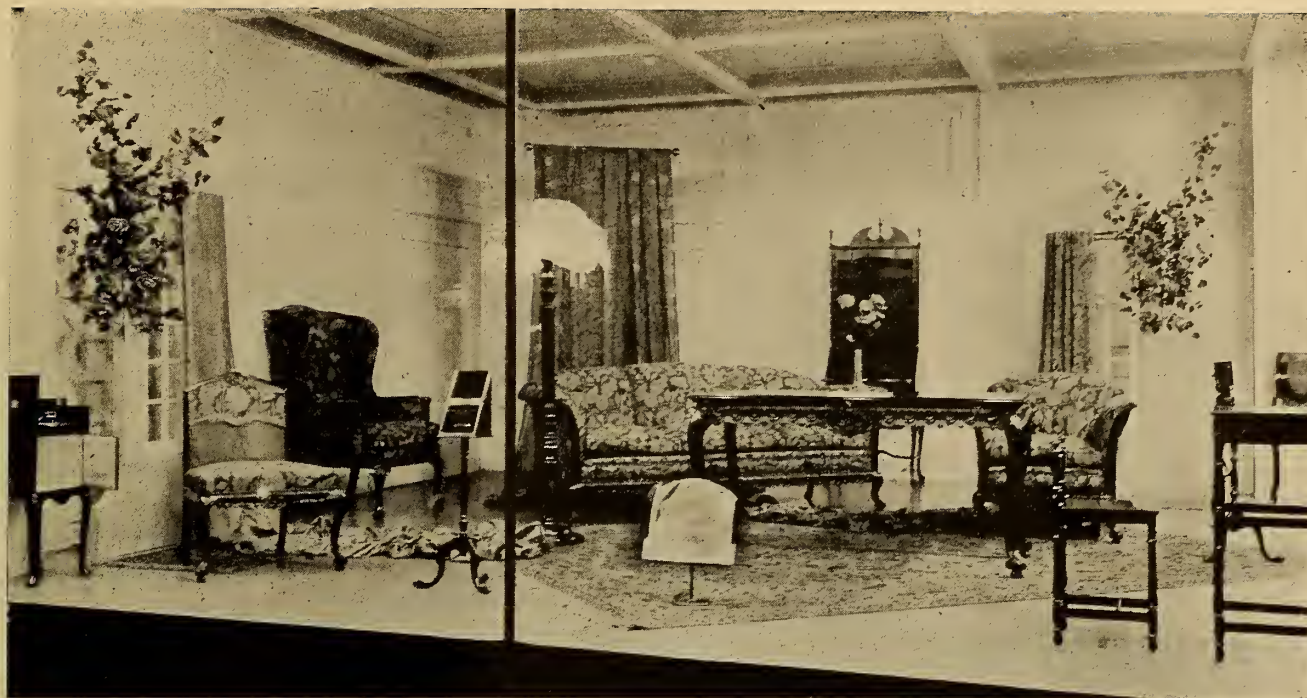
spiration to them; they meet together which creates fellowship. These things give them new impetus and enthusiasm in their work and they look forward with pleasure to the next State Convention and will manage to go to the National Convention, if possible. It is a matter of history that many local organizations have started—lived awhile, and then passed out. The State Association would in a large measure prevent this demise of local clubs.

The constitution and by-laws of the State Association are adopted from and concur with those of the International Association. In this way the three—the International, State and Local organizations—work in harmony and tend to support one another. A member in the State Association is also a member of the International, providing the former is duly affiliated with the latter.

It is true that state conventions entail considerable expense. If a convention is to be a live one, it must have live men on its program, demonstrat-



PRIZE WINNING SHOW CARDS BY A. C. DANNENFELD, SALINA, KANSAS 1ST PRIZE, CLASS 8—KANSAS CONVENTION.



DISPLAY BY J. L. J. HIPPS FOR THE GROTE-RANKIN COMPANY, SEATTLE, WASHINGTON.

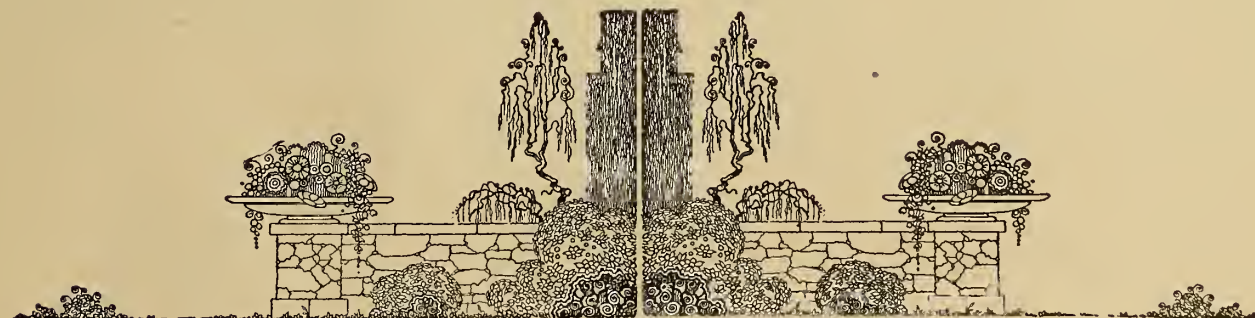
ing along the lines of display advertising that is interesting and instructive. Good men of national reputation should be secured and prizes offered for the best photos of display work and show cards.

In the past our local city organization has put on dancing parties that have been very popular on the social calendar in our city. They have been successful financially and socially. We are now planning a series of these parties to increase our funds, and in addition, the Chamber of Commerce, and the Merchants Association, two live organizations in our city, have pledged their support for our next State Convention. Plans are already being made for the 1920 Convention of the Kansas Association of Display Men in Salina. It will be well worth attending.

I might be repeating the history of other local organizations when I say that we had a very active

local Association of Display Men; then the war came and disrupted our organization by the men enlisting for service. These men are coming back now and it's time to start in, full steam ahead, to again perfect our organization. We have started and we're going fine. Result—State Association and International Association members.

I can only see that state organizations will be a great influence in bettering the profession; their possibilities are tremendous. They mean a more intensive campaign for active members and as before mentioned, they reach and get together, men who otherwise would not enjoy the advantages and benefits that State Associations make possible. I predict a great future for our International Association of Display Men through the State Associations.



International Association

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

Display Men

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamherger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

The Topic of the Hour

ABOUT the most talked of event among display men about this time of the year is the coming convention to be held in Chicago July 14, 15, 16, and 17, 1919. And there is no reason why this shouldn't be the topic of the hour, for the war is now over and it's time to drive ahead. It is up to you to get all out of your profession you can.

Did you ever notice how many men in various lines of work let their positions die as they grow older? Well, this type of men are not students—they don't attend the conventions, neither are they members of the association. Neither do we want them to become members of the association. They are dead wood.

But you men who are *live ones*—you for whose own good and the good of others should attend the convention, and those of you who are not as yet members should become members and help boost the profession along. Here is what you will see and hear at the convention: Four days of educational work which covers practical demonstrations of all lines of merchandise—perhaps a couple of lectures. I wish to guarantee that little time will be wasted on business as this will be cared for at the executive meetings which will be open to all, and will be extra sessions after regular hours.

You will meet the officers of this association and their associates, who will become your associates, and you will soak up some of their enthusiasm and they in return will steal some of your ideas.

You will enjoy some of the big times with them. Oh say, don't tell anyone else but Mr. Lamberton, of the Program Committee, has promised us something doing every night. Oh, boy, you know how Chicago can put it over. Then you know how democratic these affairs are. You don't need any starched shirt. We are just one good family and having a good time—that's all.

Then in addition to all this you will see the largest and greatest number of manufacturer's exhibits of store and window equipment and decorations ever brought together. You know—regular circus stuff—white elephants, peanuts, red lemonade, etc.

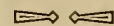
The manufacturer's exhibit is worth dollars to your employer and he should see that you get to Chicago. But if he doesn't want to send you come anyhow and pay your own expense, as you will some day outgrow that job and get a position.

Now, is there any reason why you should not become a member at once so as to be one of us? So you can say, "Sure, I am one of them—are you? If not, come on in."

You have had photographs taken of some of your best displays during the year and we want you to enter them in the contest. There will be in the neighborhood of 270 prizes offered. These consist of three silver cups, forty-seven silver and forty-seven bronze medals, and four lots of ribbons. How many will you own? But you must be a member in good standing in order to enter your pictures. Better get in at once. The association will also have a booth or room for educational work.

You can't afford to miss it—that's all. I want to meet you—will you join us?

E. DUDLEY PIERCE, President.



For Greater Efficiency

TO be a member of anything is to be one of a body of people banded together, whose aim is furthering an idea for the betterment of some purpose. Any organization which is based on sound principles and which is operated by persons who really have the best interests of their members at heart must be an inspiration to all concerned.

To those who do not belong to the International Association of Display Men, I can only say that they cannot know just what they are losing, until

RECONSTRUCTION DAYS ARE HERE

IT'S TIME FOR ACTION. Wartime conditions probably changed your plans completely. The result is, you've lost considerable time in preparing yourself for the line of work you had in mind. Further delay is now unnecessary. Reconstruction days are here. Every business enterprise is shaping itself to new conditions. The specially trained man was never in such urgent demand. Business is being reorganized on a new and higher standard of values. Salaries are higher too. The man that can do something that every one else cannot do is receiving the biggest increase.

Career Started at Koester School



Mr. P. C. Miller

Mr. Miller does all his own scenic work, painting and card writing.

The very attractive window display and show card work shown on this page reflect in no small degree the advantage of Koester School training.

Mr. P. C. Miller says that his career, like that of thousands of other display men, started at the Koester School. This has been an influence that influenced all his work, making it possible for him to so improve it that he can successfully hold a position with one of the leading stores in the country and one of the largest in the south.

Mr. Miller does all his own scenic work, painting and card writing.

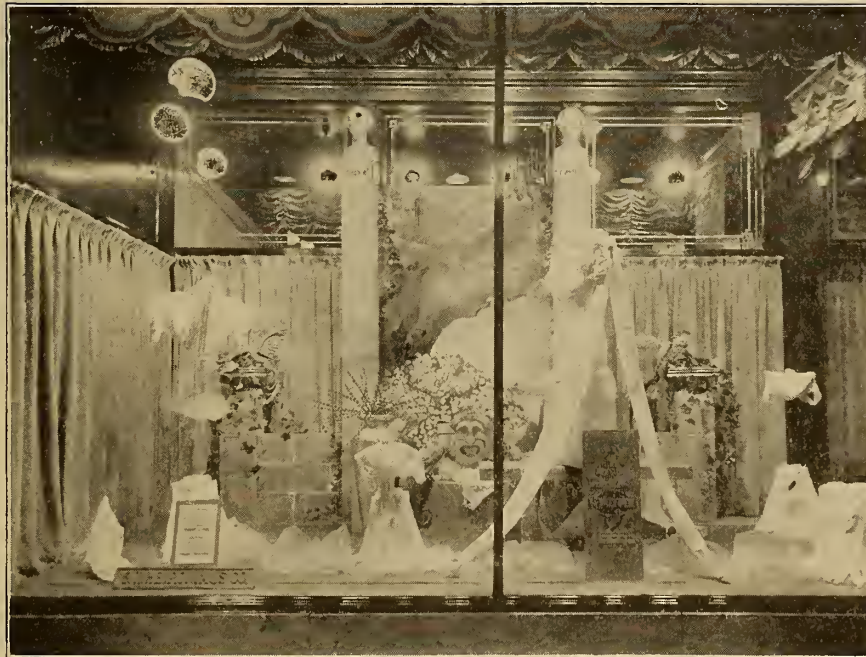


S. H. Heironimus Co.,
Roanoke, Va.



Show cards by P. C. Miller

The Koester School Training
Means Assured Success



Window Display by P. C. Miller for S. H. Heironimus Co., Roanoke, Va.

Are You Satisfied?

Are you satisfied with two or three dollars' increase over the pre-war scale? Why not make a "clean sweep" into a new position at the higher salary scale and secure the benefit of \$10 to \$20 increase over the old income? Now is the time to do it.

We've just been looking over one of our advertisements written last November, in which we said: "Never before in the history of retail merchandising have opportunities been so favorable as they are right now for those who have a real, genuine ambition to enter the retail publicity field as a means to a bigger salary and a more important position." The truth of this statement is even more emphatic now than it was then. We also said some encouraging things about position openings and salaries. Subsequent conditions emphasize these facts, too. The future is full of promise to those who see the opportunity and grasp it.

Attend the Koester School Now

The Koester School is the largest and best equipped school of its kind in the world teaching Retail Advertising, Window Dressing and Show Card Writing. The Koester School has been teaching these important branches of publicity successfully for nearly fourteen years. The Koester system of displaying merchandise has been universally adopted. Merchants prefer and often demand men trained in the Koester way.

USE THIS COUPON

THE KOESTER SCHOOL
314 S. Franklin St., Chicago

Please send me full information about the following:
☐ Window Display Course ☐ Card Writing Supplies
☐ Advertising Course ☐ Card Writing Course
☐ Correspondence Instruction

Name

Address

Town State

THE KOESTER SCHOOL

With Which Is Consolidated the Economist Training
School of New York

314 South Franklin Street

CHICAGO

Largest and oldest school of its kind.
Located in the Window Display Center of the World.

they become members and see for themselves, and the sooner they do this the quicker they will be more valuable and efficient workers in the places they now occupy.

The annual meetings of this organization, the magazines in connection with it and the contact with other people in this association who are interested in the same things, are stepping stones to efficiency for all of us. Each and every one of us sees a thing in a different manner from his fellowman and maybe just the thing we need to complete a wonderful display will be written about in our magazine publications or may be derived from some memo we have made at one of the annual meetings.

Of course, those who are elected officers are expected to do a little more than other members, but the larger our organization is, the better the work, the more reaching its influence, and the more members we have, the more territory we reach through our association. There is an old saying, that, "Two heads are better than one, even if one is a cabbage head." It is a homely saying but like all others of its kind it is very true. What one does not think of, the other is likely to. As there is safety in numbers, there is also prosperity in members. Lincoln once said, "Send your boy to the public school and the other boys will educate him." Join good societies that further your own personal line of work and be educated. Stand shoulder to shoulder with the men who come in contact daily with the public in any line whatever, and you will be the benefactor.

Take our department stores for instance, the more interested the employees are in their work, the better the entire store succeeds and the greater its success and the more benefits they receive. So is this true of a society, the more members, the more interested they are, the more alert and keen the better the organization. You never wonder why a good ball game is a success. No, because you can see the team work that is done. Every one pulls together to attain one purpose.

That is the way with our organization—the more members we have, the better association we have, and the better we are qualified for our work. Let us all get together on a new membership campaign, get all the new members we can, tell them about our conventions, our magazine, about the splendid programs we have when we get together, which are beneficial not only from the standpoint of helpfulness in our work, but which make our meetings occasions of good fellowship and mutual benefit.

C. A. VOSBURG, Vice-President, I. A. D. M.



DISPLAY men desiring to reserve hotel accommodations during the convention should consult rates printed on page 34 of this issue.

The Reason

JUST a word relative to attendance at the coming convention of the International Association of Display Men and the advantages to be gained from this wonderful organization, which meets in July.

Chicago, centrally located is ideal and easily reached from every large as well as small town, and the small town stores in particular should make an extra effort to have a representative present, for the window has long since become the small merchant's best asset and salesman. New and attractive ideas are in abundance, demonstrations and exhibitions of modern improvements, wax figures, the latest new fixtures, flowers, etc., so necessary to proper and salable windows, are splendid features of the convention and invaluable for future reference.

The convention is not only educational, but brings into closer relationship the world's greatest artists, their ideas and talent, all of which is necessary to the success of our organization. Personally, I think display advertising in all its branches could never receive more benefit or educational uplift than through the annual convention of the International Association of Display Men.

WALTER E. ZEMITZSCH.



Chicago Manufacturers Meet

AT the regular monthly meeting of the Chicago Display Equipment Manufacturers' Association, held May 14, the annual election of officers took place with the officers of the year just passed unanimously chosen to serve again. The officers are:

President, F. H. Gelderman, L. Bauman Company; first vice-president, R. E. Heile, Curtis-Leger Fixture Company; second vice-president, E. Kramer, American Art Papier Mache Company; secretary, Irving L. Bradford, I. L. Bradford Company; treasurer, Frederick A. Watkins.



Seattle Local Elects Officers

THE annual election of officers of the Display Men's Association of Seattle (Wash.) took place on the night of May 2, and the following men were chosen to guide the organization during the next twelve months:

President, Charles T. Boyd, Frederick & Nelson, Inc.; vice-president, L. Leigh, Bon Marche; secretary and treasurer, J. A. Soderburg, Frederick & Nelson, Inc.; trustees, Joe Gillespie, Rhodes Bros.; D. D. Starr, MacDougall & Southwick, and R. P. Groves, The Nut House. Mr. Starr was made chairman of the Educational Committee, and the Entertainment Committee will be headed by R. P. Groves. Carter Bassnett, of The Owl Drug Company, was appointed chairman of the Membership Committee, and Joe Gillespie will direct the work of the Publicity Department.

The 24-Hour A Day Salesman

Federal Electric Sign



"Glistens by day — Sparkles by night"



THE FEDERAL ELECTRIC SIGN is one of the most effective and cheapest forms of advertising for the merchant. The beauty of this sign is apparent at a glance. Its porcelain enamelled surface, with raised letters, glistens in the daytime and sparkles at night. It keeps your name before the public 24 hours a day. It is a cheerful salesman in front of your store, drawing the people into your establishment. It widens your zone of attraction and puts the store in the middle of a block on a par with a corner location. Current to operate the signs costs but a very small sum. There is no other maintenance expense.

☐ It cannot rot, rust or fade. It is enamelled and never needs repainting or refinishing. An occasional washing will keep it shining!

Twelve Months to Pay

☐ We are so sure that the Federal Electric Sign will increase your business that we are willing to give it to you on a 12-months-to-pay basis. The first payment brings the sign, and you get the services of this energetic salesman to make the final payments. Let us give you complete information on a sign for your business.

Send the Coupon TODAY!

Federal Sign System (Electric)

Lake and Desplaines Sts.

CHICAGO

ILLINOIS

Branches in All Large Cities



Be Sure its a Federal

Twelve Months to Pay


Federal Sign System (Electric), Lake and Desplaines Sts. Chicago
Please send full information regarding a porcelain
enamelled sign for my business and explain
your 12-months-to-pay plan.

Name
Address
Business
(MRSW-6)



Leading Artists on Program

The Program Committee is making rapid progress with Convention arrangements, and the educational program promises to be the greatest ever—Country's foremost display artists to demonstrate—Routine to be subordinated to instructive features



THE chairman of the I. A. D. M. Program Committee, George H. Lamberton, reports that rapid progress is being made in arranging details of the educational program and has already arranged to have a number of the country's leading artists demonstrate before the delegates. Since instructive demonstrations are regarded as the most important features of the annual conventions of the I. A. D. M., the Program Committee desires to offer the best list of such features as it is possible to obtain, and judging from the names of the men already secured for demonstrations the committee is accomplishing its desire.

To date, the following well known artists have accepted invitations to take places on the program:

T. Guy Duey, display manager for Wurzburg's Dry Goods Company, Grand Rapids, Michigan, and first vice-president of the I. A. D. M., will introduce a novelty in "draping over living models." The sensation created by Mr. Duey at the St. Louis convention is still fresh in the minds of those who attended—and it is safe to say, in the minds of hundreds who did not attend. This popular display man is an international figure in the profession and an artist with few superiors. Of special interest to Mr. Duey is that difficult branch of display work—draping, and it is this important feature that he will take as the subject of his demonstration.

E. J. Berg, display manager for Burgess-Nash, Omaha, Neb., and an ex-president of the Association, will be another figure of national importance to occupy a position on the program. Mr. Berg needs no introduction to the men of the display profession as for years he has been before the public eye and his work is well known. During his term of office as president of the I. A. D. M. he did much to bring the Association to the fore and his artistic accomplishments coupled with his ability to discuss the various merchandising problems made him a most potent factor in furthering the interests of the display man and his profession. Mr. Berg will also be remembered as the originator

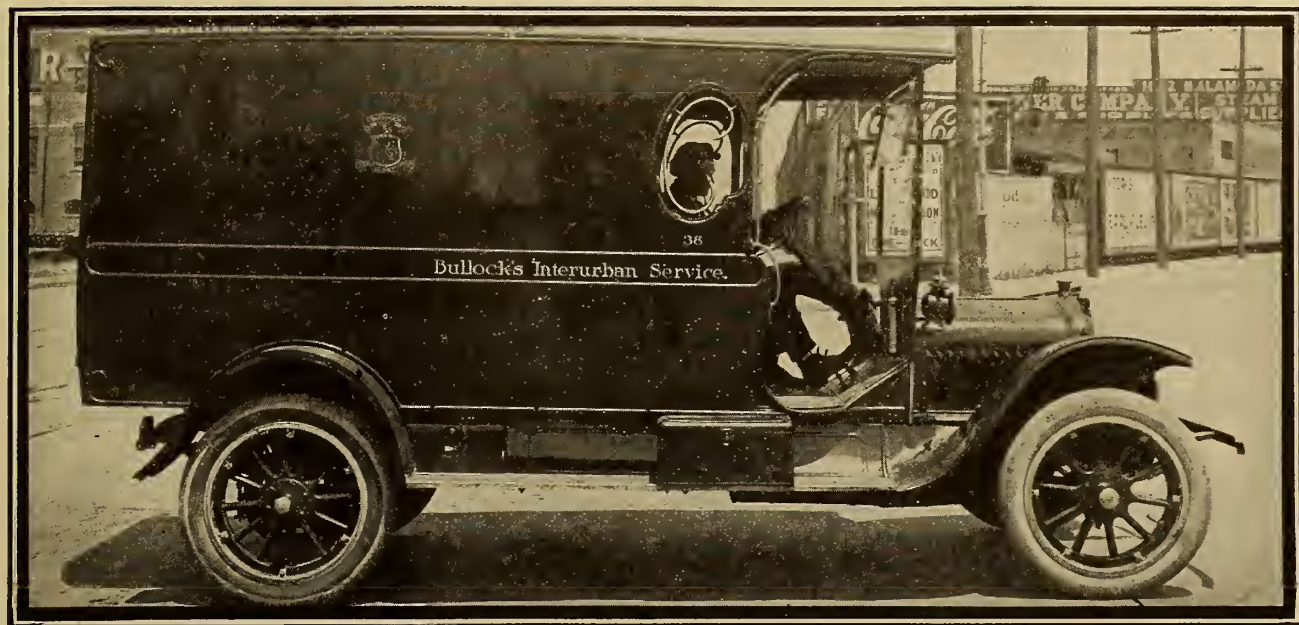
of several varieties of plateaux for window and display use and his demonstration at the coming convention will concern itself with the "Uses of the Plateau in Window Display."

What promises to be one of the gems of the program will be the demonstration by Walter E. Zemitzsch, display manager for Famous & Barr Company, St. Louis, Mo. Mr. Zemitzsch has made a big name for himself in the profession of displaying merchandise and will be remembered as president of the St. Louis Display Men's Association when the I. A. D. M. convened in that city. No one will deny that the St. Louis men surpassed the effort of any other body in entertaining the visiting delegates and Mr. Zemitzsch headed the committee of the Missouri metropolis in making the social side of the 20th annual convention the best ever. Zemitzsch is a "live wire" and one of the best all-round artists in the country and his demonstration on the "Arrangement of Flowers" will be of more than ordinary interest and educational value.

"Displaying Ribbons" will be W. R. Chandler's demonstration and a pleasant surprise is in store for the visiting display men. Mr. Chandler is display manager for Fountain's Greenwood, Miss., and in addition has charge of several departments of the big store. He is a familiar figure at all I. A. D. M. conventions and one of the most popular men in the association. Mr. Chandler is an important factor in his store's organization and may be classed as a merchandising expert. His demonstration will be punctuated with some mighty valuable sales talk.

R. T. Whitnah, though young in years ranks with the country's foremost display men and his wonderful versatility has often been the subject of much favorable comment. He has gained great distinction during the past few years and his work and ideas have been given much prominence in the leading merchandise journals. Mr. Whitnah is at home on convention programs and his subject, "Linking the Window Display with National Advertising," will offer a mighty interesting and in-

White Trucks



"THE MOST EFFICIENT MEANS OF HANDLING OUR DELIVERIES"

BULLOCK'S, well-known Los Angeles department store, placed its first White Truck in service six years ago. Its satisfactory performance has resulted in the purchase of seven more Whites. Five of these have traveled from 100,000 to 135,000 miles each. All are giving a full measure of service today.

"We have found the White Truck the most efficient means of handling our delivery problem," says

P. G. Wimmett, Vice President. "Our interurban delivery service extends to 400 interurban points within a radius of forty miles. Each of our Whites averages 150 stops per day.

"Our experience with White Trucks has been most satisfactory, and we are glad to recommend them to anyone requiring a truck that is able to withstand a rigorous service, and at the same time, one that is fast and dependable.

White Trucks Have The Stamina

THE WHITE COMPANY
CLEVELAND

structive feature. Whitnah is display manager for Crosby Bros., Topeka, Kansas.

Another figure of national importance in the display field and one whose work is known and admired by display men everywhere is Jack Cameron, display manager for Harris-Emery Company, Des Moines, Ia. He will show "Drapes from Famous Stores," and during his demonstration will introduce his original double bowl drape. It is unnecessary to elaborate on Mr. Cameron's ability—as stated previously—he is a figure who needs no introduction but it can be promised that his demonstration will be one of the bright lights of the program.

Vern L. Carson, display manager for The Guarantee Shoe Company, San Antonio, Texas, and a possessor of medals too numerous to mention here, will offer something out of the ordinary with his demonstration on "Displaying Shoes." Mr. Carson feels that specialty shoe displays are neglected and will show how the featuring of this merchandise will result in tremendous increase in sales in the shoe department.

The completed program of demonstrations will be printed in the July issue of MERCHANTS RECORD AND SHOW WINDOW.

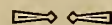


Exhibit Reservations

DIAGRAMS showing location, size and arrangement of the convention hall and booth space for exhibition purposes at the 22nd Annual Convention of the International Association of Display Men were mailed to all manufacturers of display equipment on May 10 arriving at the office of each manufacturer or dealer on the morning of Monday, May 12.

The exposition, a big feature of the annual meeting of the I. A. D. M., promises to be bigger and better than ever before and space for exhibition purposes is being rapidly exhausted. At the time of going to press with this issue the following exhibit reservations have been received by George H. Lamberton, chairman of the Program Committee: Modern Art Studios, Chicago; Wm. Buhrig Company, New York City; D. J. Heagany Manufacturing Company, Chicago; Botanical Decorating Company, Chicago; Schack Artificial Flower Company, Chicago; The Adler-Jones Company, Chicago; The Hulsizer Company, Des Moines, Ia.; L. Baumann & Company, Chicago; Chicago Mat Board Company, Chicago; Grimm-Lambach Flower Company, St. Louis, Mo.; I. L. Bradford & Company, Chicago; Decorators Supply Company, Chicago; Esterbrook Steel Pen Manufacturing Company, Camden, N. J.; Bert L. Daily, Dayton, Ohio; Curtis Leger Fixture Company, Chicago; French Wax Figure Company, Milwaukee, Wis.; American Art Papier Mache Company, Chicago; Superior Brass & Fixture Company, Chicago; Onli-Wa Fixture Company, Dayton, Ohio; Hecht Fixture Com-

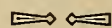
pany, Chicago; Wallbrunn, Kling & Company, Chicago; Morris Leon Manufacturing Company, Chicago; Doty-Scrimgeour Sales Company, New York City; J. F. Gasthoff & Company, Danville, Ill.; J. R. Palmenberg's Sons, Inc., New York City; Merchants Record and Show Window, Chicago; Bodine-Spanjer Company, Chicago Dry Goods Reporter, Chicago; L. A. Kichler Co., Cleveland, O., and Edison Lamp Works, Harrison, N. J.



Pacific Northwest Association

DURING a regular meeting of the Display Men's Association of Seattle (Wash.), held recently, a plan for organizing the display men of the Pacific Northwest was suggested and discussed by the members present. After a lengthy discussion during which Bert Snyder and Bert Cultus, Tacoma display men, who were guests, outlined the advantages to be derived from such an association the members of the Seattle local voted in favor of the plan and decided to issue invitations to all display managers of the larger cities of the Northwest to be present at a meeting set one month later.

At this meeting an elaborate entertainment was arranged with addresses, vaudeville and draping over living models chief items of interest on the program. The proposed Northwest Pacific association was again discussed at length and created much enthusiasm from the visiting delegates, and it was voted to organize along the plans outlined and to include for the present the following cities: Vancouver, B. C.; Victoria, B. C.; Bellingham, Everett, Seattle, Tacoma, Aberdeen, Portland, Spokane, North Yakima and Walla Walla. The new organization will be known as the International Pacific Northwest Association of Display Men and will be affiliated with the International Association of Display Men.



THE Buffalo, (N. Y.) Association of Display Men held an enthusiastic meeting at the Electric Building Auditorium recently and elected officers. The officers and committees for the coming year are: President, John F. Loock, "Georges" Clothing Co.; vice-president, Charles MacKearnin, Michael J. Leo; secretary, Phillip Bellanca, Davis Bros.; treasurer, G. S. Robertson.

The Publicity Committee consists of E. D. O'Dea, of McCarthy Bros. & Ford, chairman; G. S. Robertson and C. E. Leach of J. L. Hudson's. A. J. Allert, Kleinhan's Company is chairman of the Membership Committee and has as assistants, Walter Lantaff, of J. N. Adam's store, and George Hastings. Oppenheim & Collins Company. Clement Kieffer, Jr., C. A. Weed & Co., will direct the work of the Educational Committee and have associated with him in this duty, Elwyn McEachnie, Jahraus-Braun Company, and E. E. Claskey of Weed & Company. E. J. Miller of Bedell's, and Charles MacKearnin comprise the Board of Directors.



Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours,
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

DON'T FORGET

THE DATE

THE PLACE

THE EVENT

**Display Men's Convention—Hotel Sherman
JULY 14-15-16-17 CHICAGO**

**Our Exhibit Will Exceed all Previous Efforts
Metal Fixtures—Wood Fixtures—Novelties**

Wax Figures Galore, Draped or Gowned in the Latest Creations, Will Lend a
Touch of Color and Beauty to the Display

You will also have an opportunity of visiting the Finest Salesrooms in the West
Devoted Exclusively to Display Equipment

204 WEST JACKSON

C. E. Smiley in Charge

J. R. PALMENBERG'S SONS, INC.

PALMENBERG

A CONSOLIDATION OF
NORWICH

KINDLIMANN

63-65 West 36th Street, New York

BOSTON
26 Kingston Street

CHICAGO
204 West Jackson

BALTIMORE
108 West Baltimore Street

Window Setting Design No. 9

THE window setting design shown on the front cover of this issue of *MERCHANTS RECORD AND SHOW WINDOW* emphasizes the soft and beautiful pastel shades of June—the month of flowers, brides, etc. These shades form the dominant note of the center panels with the great masses of soft grays snapped up with smaller spots of brighter shades—brighter but in all cases pastel tones that form themselves into myriads of flowers of various shapes and sizes. At the edges and forming a border or pilaster are evident stripes of a dark and rather harsh red. The latter red is not of the pastel shade, but may be symbolic of war and anarchy, crowded aside by the brides and flowers of June and the golden Peace about to spread its shielding wings over all mankind.

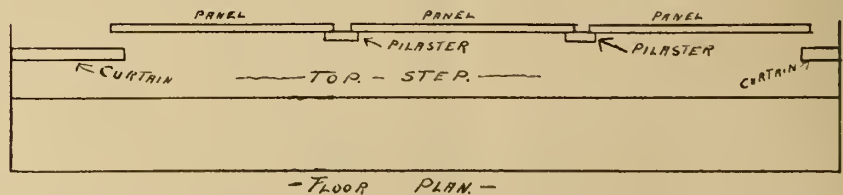
The interpretation given to the design as shown depends to a great extent on the temperament of the individual.

The floor should be covered with mossy green, suggestive of early summer and in perfect harmony with the balance of design. Another point of interest and a feature holding much advertising value is found in the bizarre bit of furniture shown—the table and flower stands. Furniture of this unique design will always attract attention to the display window because of its decided novelty as compared to the common mahogany table and stands, as well as the golden oak drawing room set.

The construction and installation of this particular design may be made to fit any size window simply through the addition of more panels. It may be readily seen that this same design may be employed in various ways and for many occasions with a little ingenuity of the display man.

The entire setting as shown here may be made of composition board with the few added embellishments consisting of artificial or fresh flowers, and it may be readily seen that a most pleasing effect is to be produced. Should the display man desire,

the flowered circles shown at the top of each panel could be cut out and flowers placed in the openings and against a background of some soft, pleasing tone of velour. This treatment is not new but affords an extremely pleasing effect. The table and



flower stand used in connection with this design are of composition board. A practical feature of this setting is the ease with which it may be adapted to any size window, and in addition it may be given a variety of treatments.

Read This Merchant's Verdict after a Four-Year Test

CHARLES REMICK, President
E. REMICK, Treasurer
LOUIS REMICK, Secretary

RYAN & REMICK
(INCORPORATED)

CLOTHIERS & OUTFITTERS
RYAN & REMICK
THE BIG STORE
18 & 20
LEXINGTON AVE.
PASSAIC, N.J.

Opposite Erie Depot
TELEPHONE 547

THE BIG STORE
Open Evenings

Kawneer Mfg. Co.,
Niles, Michigan.

Gentlemen:-

We feel confident our Kawneer Store Front, which has now been in practical use for the past four years, has been instrumental in adding hundreds of customers to our mailing list. It is both practical and attractive and convincingly illustrates to us that our windows move merchandise much quicker with the Kawneer Store Front than they would otherwise.

Any merchant contemplating an improvement to his store, will find the Kawneer Store Front practical and satisfactory. It will increase sales two-fold and every live merchant if he appreciates the value of pulling power, will immediately install a Kawneer Front. It draws the public to your store in a most practical way and experience has proven to us that the Kawneer Store Front was a wise asset attached to our store four years ago.

Yours very truly,
RYAN & REMICK, INC.,
Charles Remick, PRES.

CR:EM.



Kawneer STORE FRONTS

Are Always Money Makers

Let us show you how a Kawneer Store Front will pull profitable business to your store. Other successful merchants have proven the value of such an investment. Why Delay—Act Today!

Kawneer Mfg. Company
1402 Front Street, Niles, Mich.

Tear this off and pin to your letterhead } Send me your PORTFOLIO OF DESIGNS and a copy of your New Booklet, FORGING AHEAD.

Save Money on Fixtures



New Florentine
Base Shirt-Waist
Form No. 120-FB.

The fixtures shown here are priced from twenty to thirty percent below the prices generally asked for goods of similar value. Here are two reasons why we can undersell most fixture houses:

First We manufacture our entire line and sell to you direct. This saves you the middleman's profit.

Second We sell only by mail and through our sales room. This saves you a salesman's commission and the cost of maintaining a road force.

We still have left a few of our Florentine base forms. These are wonderful values. Read the descriptions carefully and note the prices.

Special Shirt Waist Form (at left) Flesh colored, fade, check or crack. Perfectly modeled and finished, this form shows off a waist to the best possible advantage. Base of mahogany, oak, walnut or enamel in Florentine design, handsomely finished. This is a big shirt waist season and you will find that a number of these forms will pay for themselves quickly. Our special price, each..... **\$6.25**

Special Garment Form (at right) We consider this one of the most satisfactory forms we have ever produced. It is unusually well modeled and finished in non-breakable enamel that will not check, crack or fade. Extensible standard with Florentine base in mahogany, oak, walnut or enamel. This is a highly artistic fixture adapted to the display of the finest gowns. Our special price, each..... **\$9.75**

Order samples of these forms today—you will find them to be all and more than we claim for them.

We can save you money on fixtures of every description. We manufacture wood and metal fixtures, wax and papier mache forms, valances and plushes, store and window lighting equipment, garment hangers, etc., etc. Order direct from us and save a middleman's profit and a salesman's commission.

Visit Our Display Room When in the City.

The Superior Brass & Fixture Co.

The Mail Order Fixture House.

314-316-318 West Jackson Blvd.

CHICAGO, ILL.



New Florentine
Base Garment Form
No. 81-FB.

Who's Who in the Profession

George F. McConnell

Jassby's, Montreal, Canada

GEORGE F. McCONNELL made his first venture into the merchandising world when he was a little more than fourteen years of age. At that time he was serving an apprenticeship in the dry goods store of Satterfield, Bye & Company, Manchester, England, the terms of apprenticeship being three years without salary with two meals



GEORGE F. McCONNELL

a day. After six months' service in this capacity, it happened one day that the window decorator while arranging the window was taken suddenly ill, and young McConnell was asked to complete the unfinished display. This he did and placed many other displays while the regular display man was confined in his home.

The ability to jump into the breach together with the ability shown by McConnell appealed to the manager and he rewarded the young apprentice by placing him in charge of the decorations for several departments. In this capacity McConnell continued to attract the attention of the various department heads and it was not long before he was placed in charge of the decorating department for the entire store.

Mr. McConnell remained in charge of this department for four years before accepting one of the many positions proffered him and his work had begun to attract wide attention. Leaving Satterfield, Bye & Company, McConnell accepted a post with a big wholesale dry goods house which afforded him great opportunities in gaining a broad knowl-

edge of the various lines of merchandise. It was while he was with the I. & G. Cooper Company, Manchester, England, that he was persuaded to go to Canada as head of the display department of Greenshield's, Limited, Montreal. After eight months with the latter house McConnell accepted the display manager's post at the H. J. Holinrake store at Sault Ste. Marie, Ontario.

After two years here, during which time he introduced many new features into retail store advertising, Mr. McConnell returned to Montreal where he affiliated with Goodwin's, Limited. A few months later an attractive proposition was made by Jassby's, one of Montreal's biggest and most popular retail store organizations and Mr. McConnell quick to recognize the advantages of such connection accepted, and he has been with the latter concern in the capacity of display manager for nearly four years. During this time he has obtained an extensive reputation in Canada and the States, and his work is a source of much comment in the various trade journals in the merchandising field.

Mr. McConnell is a member of the I. A. D. M., and a firm believer in co-operation amongst display men. He also believes that every display man should have *MERCHANTS' RECORD AND SHOW WINDOW* by him at all times.



Charles H. Kellstadt

Frankenberger's, Charleston, W. Va.

THE Grand Prize awarded by the I. A. D. M. at the New York convention, last July, was captured by the Charleston, W. Va., Association and it is rather remarkable that but two Charleston men succeeded in winning the coveted honor, no other Charleston men having contributed points. It was this contest more than anything else that directed great attention to the work of young Kellstadt, display manager for Frankenberger & Company, Charleston, W. Va., who, with Homer H. Seay, display manager for Walker Dry Goods Company succeeded in bringing the Grand Prize to Charleston.

Kellstadt's advance in the profession has been rapid and brilliant, and has been punctuated with unusual success. Starting in the profession in the small suburban stores around Columbus, Ohio, doing those things that others would not do, Kellstadt obtained his first experience in merchandising and window display. While doing this work he developed the desire to attach himself with some display man of reputation and his desire was soon gratified when he found himself a member of Carl

Announcement

*Mr. Harry T. Jones, Mr. Joseph I. Adler,
Mr. Carl Meier, Mr. Harry A. Green and
Mr. A. J. Abrams representing*

The Adler-Jones Company

are now on the road with their complete line of window decorations for autumn. These Novelty designs of unusual colorings will warrant your effort to see them. The Adler-Jones reputation for introducing the most novel decorations is more than upheld in this new line now ready.

Don't overlook the opportunity to inspect the goods when shown in your city

The Adler-Jones Co., 333 S. Market St., Chicago, Ill.

Fall Decorations

**Original in Design—Exquisite in Color
Practical to Use—Satisfactory in Price**

We have just completed a new and entirely original line of decorations (not illustrated) for the coming fall and holiday seasons. We consider these to be the most satisfactory we have ever turned out.

They are new and different—striking in effect but thoroughly artistic and adapted to use in the windows of stores of the highest class.

These decorations are a marked departure from anything heretofore offered and we believe that their unusual tastiness and striking decorative character will appeal to every display man. The reasonable prices will also appeal to him.

We are now showing this new line in our studios and we will have an especially interesting display at the I. A. D. M. Convention to be held in Chicago, July 14-17.

It will pay the display man or merchant to make a trip to Chicago to see these unusual decorations. You will find that this announcement gives but a faint idea of their attractiveness and beauty.

Be sure to visit our studios while attending the Chicago convention or at any other time you may be in the city.

If you cannot visit Chicago, send for our latest catalog. It is an exceptionally interesting one.

The BODINE-SPANJER Co.

Designers and Manufacturers of Decorative Backg rounds for Show Windows

1160 Chatham Court, Chicago, Ill.

PHONE, DIVERSEY 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.



W. Ahlroth's staff at the Columbus Clothing Company. As may be expected, under the tutelage of this famous artist Kellstadt received his real start and knowledge of the profession he had chosen to follow. Four years with Mr. Ahlroth fitted Mr. Kellstadt for a real position and the opportunity came when the Frankenberger Company of Charleston, W. Va., offered him the post of display manager for their big men's outfitting estab-



CHAS H. KELLSTADT

lishment. Kellstadt made good from the jump. He has won many cash prizes and medals for excellency in window display, including a prize medal in the Merchants' Record and Show Window contest of 1917. In the 1918 I. A. D. M. competition he captured third prize in the Sweepstakes Class, first prize for backgrounds, and twelve other medals and ribbons.

Mr. Kellstadt has also had the benefit of business association with E. M. McCartney, another leader in the profession and now display manager for Armour & Company, Chicago. To Ahlroth and McCartney, Kellstadt attributes the major portion of his success. He is now display manager for the Hoover-Brooks Company, Akron, Ohio.

For Our Advertisers

Practical and Artistic Fixtures

An extremely interesting and instructive catalog has been issued by the Decorators Supply Co., 2525-2545 Archer avenue, Chicago. In addition to a great variety of period display fixtures, it shows a considerable number of complete merchandise displays indicating how the fixtures may be used.

This book also illustrates a line of permanent and semi-permanent backgrounds suitable for stores of all kinds. Both the merchant and display man will find this catalog a source of information of real practical value.

Wood period fixtures are rapidly gaining favor with merchants and display men. With the use of period wood fix-

tures, unusually attractive displays can be effected, as they can be manufactured in a highly artistic manner, finished in tasty effects and if desirable, can be designed to harmonize with your background.

The Decorators Supply Co. have an extensive organization for the making of this class of fixtures, having been engaged in the manufacture of artistic window work and architectural decorative work in ornamental wood and composition for many years. They have a number of designers expert in the various period designs and color artists to give the proper effects for the entire color scheme of the background, as well as to the display fixtures, and are making a line of display devices unique in design as well as in color.

They have installed an extensive equipment of modern machinery for the manufacture of this line of goods; have their own dry kilns which will insure the use of thoroughly kiln dried lumber for all their work, eliminating the difficulty that many of the manufacturers are having in the use of lumber not thoroughly dried.

Merchants and display men are invited to visit their extensive plant located at 2525-2545 Archer avenue, Chicago, covering almost a city block and employing about 200 men. They have very interesting and attractive display rooms and any merchants contemplating the remodeling of show windows or purchasing fixtures will find it greatly to their advantage to look over the samples in the show rooms of the Decorators Supply Co. and taking up the matter with their artists who are specialists in window fixtures and equipment.

The matter of selecting window display fixtures or backgrounds should not be done in a haphazard manner as the show windows of a retail merchant form his strongest advertising medium.

The Decorators Supply Co. realizing this condition have trained a number of designers who are specializing in this particular branch and will gladly submit gratis, special designs of window fixtures and backgrounds. The catalog of window fixtures and backgrounds will be mailed on request.



To Represent Palmenberg's Sons, Inc.

Austin J. Hills has been added to the sales force of the J. R. Palmenberg's Sons, Inc., and will represent this big display equipment house in Ohio, Michigan and Indiana, with headquarters at 420 W. Euclid avenue, Springfield, Ohio.



AUSTIN J. HILLS

Mr. Hills has been identified with the display fixture field for more than fifteen years, and during the period of the war was an assistant chief inspector at the American Car & Foundry Company, Detroit, Michigan. He has a wide acquaintance in the field of his new assignment and undoubtedly will prove an extremely valuable addition to the Palmenberg sales force.



No. 9



No. 308



No. 10

Klee "De Luxe" Fixtures

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

ORNAMENTAL FINISHES

Gold Antique, Silver White Ivory French Grey and Black Relief
White Ivory and Gold Relief French Grey and White Relief
French Grey and Ivory Relief

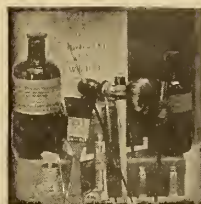
No. 9. 8", 12", 18", 24" high; 6" base, 6 1/2"x 10 3/4" top...\$2.00	No. 308. 8" high, 5 1/2" base, 5 1/2" top...\$2.00	No. 10. 4" high, (back), 7x 11" top....\$2.00
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Klee Display Fixture Co.
ROCHESTER, NEW YORK

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms \$1.75
No. 2 outfit will clean and refinish 200 forms 2.50
No. 3 outfit will clean and refinish 300 forms 3.50
No. 4 outfit will clean and refinish 500 forms 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....\$1.25
16 ounces net weight.	Price.....1.75
32 ounces net weight.	Price.....2.50
48 ounces net weight.	Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c each, 6 sets \$2.50. 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



THREE VALUABLE BOOKS

Show Window Backgrounds The most helpful window trimming book published. Author is Mr. Geo. J. Cowan, president of the Koester School of Window Trimming. A book illustrating and explaining how to make 150 different background decorations for your show windows. It is in the form of a calendar, showing dozens of different ideas for every month in the year. 256 pages, printed in two colors, bound in heavy de luxe cloth. Sent postpaid for..... **\$1.50**

Koester Book of Draping The most important thing to know in Window Trimming is "How to drape yard goods." This is fully explained in this, the only book published on the subject. Every window trimmer and every dress goods man should have a copy. 1,000 drapes, 1,200 illustrations fully described and arranged in a series of lessons that makes this book the greatest help that a window trimmer or merchant can have. This is the only book on draping published. 500 pages of vital matter obtainable nowhere else. A complete home course in draping. Bound in handsome cloth. Sent Postpaid..... **\$3.00**

Successful Advertising This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you. 500 advertising subjects treated. 1,000 advertising phrases. Bound in full cloth, sent postage prepaid any place in the United States (money must accompany all orders). Only..... **\$2.00**

THE MERCHANTS RECORD CO., 431 S. Dearborn St., Chicago

Movements of Display Men

N. ROSENBAUM, recently of Greensburg, Pa., is now employed in the decorating department of The Hub Store, Canton, Ohio.

E. R. SHIREMAN, has resigned his position in Appleton, Wisconsin, and has taken up a residence in Janesville, Wis.

R. OY C. CHANDLER has resigned as display manager for Paul Davis & Co., Waterloo, Ia., to accept a similar post with Stern Mann & Company, Canton, Ohio.

B. URT PUGH, formerly employed in the profession at Eugene, Oregon, has joined the decorating department of The Eastern Outfitting Company, Portland, Oregon.

W. A. MONTGOMERY has received his discharge from the service and is now display manager for the W. T. Duker Company, Quincy, Illinois.

P. E. LEHMAN, recently a member of one of Uncle Sam's aero squadrons, located in Texas, is now back in his old position as display manager for A. W. Lieb & Company, Sunbury, Pa.

A. L. BIXBY is now connected with the Toeller-Grant Company, Battle Creek, Michigan. He was recently engaged in display work in Pittsburgh, Pa.

J. ACK NICHOLSON, display manager for J. R. Newman & Sons, Pittsfield, Mass., leaves that position June 1, and will be temporarily located in Asbury Park, N. J.

F. RANK GRESHAM, formerly of Roosevelt and Cushing, Oklahoma, has accepted the display manager's post at Arky Bros. Mercantile Company, Yale, Okla.

H. ARRY F. V. LASTER has received his honorable discharge from Uncle Sam's fighting machine and is now in charge of the windows of Reid & Hughes & Company, Waterbury, Conn.

E. DULEY PIERCE, President of the I. A. D. M., and display manager for Sibley, Lindsay & Curr, Rochester, N. Y., was in New York City recently.

E. T. PETERSON, formerly of Omaha, Nebraska, has accepted the display manager's post at Myers Brothers, clothiers and furnishers, Kewanee, Illinois.

H. ARRY OSMER, recently of Uncle Sam's Navy is back at Wanamaker's, New York City, where he is again assisting Harry Bird in the decorating department.

A. RTHUR SCHRADER, recently discharged from a hospital in France has returned to his old position as an assistant to James Trehwella, display manager at Best's, New York City.

E. DWARD O'MALLEY, display manager for The Chicago Store, Kankakee, Ill., was in Chicago recently purchasing fixtures and making final preparations for an history-making event soon to be engineered by his department.

C. HARLES H. KELLSTADT has resigned as display manager for Frankenberger's, Charleston, W. Va., and is now in charge of the decorating department of the Hoover-Brooks Company, Akron, Ohio.

C. A. F. SMITH is now in charge of the decorating department for Walker Dry Goods Company, Salt Lake City, Utah. He was recently employed in a similar capacity by the Herpolsheimer Co., Grand Rapids, Mich.

E. S. REARDON has resigned as display manager for the Hunt Company, Tulsa, Okla., and is now in charge of the decorating department for Graham Sykes Dry Goods Company, Muskogee, Oklahoma.

Frankel-Val & Panels

Because

we control the output of the Brilliant Decorative Lace Mills of Philadelphia, we can guarantee Service, Quality, Individuality and the Workmanship of our production, and we cater to the decorative and lace curtain departments of department stores, who cater to hotels, homes and stores for window Vals and Panels. We will be pleased to send sketches on application (and there will be no charge).

Established 1888 and
growing daily



1146 Broadway (at 27th St.)
New York

WHATEVER YOU EXPECT AN AIR BRUSH TO DO FOR YOU THE



What the PAASCHE Air Brush is doing for thousands of others it will do the same for you.

PAASCHE

Famous 3-in-1
Will Do It Better!

Used Nearly Exclusively by
Displaymen

Air Brushes should be selected
according to your needs

The Paasche Pays
All-Ways
Due to Their

Speed, Durability and
Efficiency



PAASCHE
Model "D"

Is King of Them All
for Most Attractive
Signs, Show Cards
and Window Back-
grounds.

Write Today for
Our New Catalog

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO

The ONLI-WA IS THE BEST WAY

New ideas for ladies' hosiery and shirt waist display. Made of the highest grade of materials, workmanship and finish, at most reasonable prices.



WILLIAM AND MARY
Curved Top Tee Stand
for Ladies' Wear.
No. 915MR. \$3.00 each.
18", 24" high.

WILLIAM AND MARY
Hosiery Stand.
18" high.
No. 928MR. \$3.50 each.

Send for our new 48-page catalogue of practical display fixtures for every line of merchandise.

The Onli-Wa Fixture Co.

Originators of Practical Display Fixtures.
DAYTON, OHIO

Victory and Peace Pageants Street Decorations

Let us handle your celebration. We are general contractors for all kinds of street and parade decorations and are equipped to furnish and install—
Arches

Courts of Honor

Papier Mache Groups

Statuary of All Kinds

Flag Work

Float Decorations

Window Decorations

Building Decorations

Special Decorations

We built the feature section (Gas Defense or Chemical Warfare) of the great Victory Liberty Loan Parade held in New York May 3. This was the largest float parade ever staged.

We handled the feature decorations of the great patriotic July 4th parade held in New York last year.

We designed and decorated the floats for the K. of C. war work parade held in Coney Island, August 11, 1918.

We have handled successfully a large number of other parades in various parts of the country and we can take care of any parade, pageant or decorations to your entire satisfaction.

STOCK DECORATIONS

Write for our prices on special Papier Mache decorations, Shields, Emblems, Patriotic and Victory Groups, Statuary, Etc.

MESSMORE-VOLLMAN CO.

STUDIOS

511 Seventh Avenue

NEW YORK

INCREASE YOUR WINDOW SALES

Polay-Jennings fixtures are in a class by themselves. They are not to be compared with ordinary fixtures. Every design made by us is an accurate reproduction of the period style it represents. It is perfectly made and finished in the best possible manner. It is made to look well and last well.

If you sell good merchandise, you want the kind of fixtures that will give class and tone to your goods. Polay-Jennings fixtures are that kind.

Order Your Fixtures Early

D-150 (at left)

Garment or Draping Stand,
William and Mary De-
sign, 12, 18 or 24 in.
high\$4.25
30 or 36 in. high\$4.75
42 or 48 in. high.....\$5.50
54 or 60 in. high.....\$6.25

D-151 (at left)

William and Mary
Period Base
Shoe Stand,
Oval cane top,
12, 18 or 24 in.
high\$5.00
30 or 36 in. high.\$5.50



D-152 (above)

Oval Cane Top Plateau in Wil-
liam and Mary Design.
Fluted legs with hand
carved tops. We have com-
plete assortment of fixtures
to match. Top is 12x22 in.
Price:
5 in. high.....\$15.00
10 in.\$17.00
15 in.\$19.00

D-153 (above)

Draping stand, Adam
period, carved top.
Price:
36 in. high.....\$5.75
42 in.\$6.50
48 in.\$6.75
54 in.\$7.25
60 in.\$7.50
Top only\$2.75

Our big catalog is ready and you will find it filled with sug-
gestions that will interest you. Send for this catalog today and
then get your order to us as soon as you can. You will find this to
be excellent advice—Act upon it now. Fixture factories will be
swamped with business for the fall season. If you expect to have
new fixtures for your fall opening, order them early. If you wait
until the last minute, you will probably be disappointed.

Polay - Jennings Fixture Co.
Manufacturers of the World's Finest Display Equipment
1007-9-11 Blue Island Ave. CHICAGO

Your Supplies



"Perfect Stroke" BRUSHES

are noted for their straight-
edge stroke, because perfect-
ly balanced. They are guar-
anteed never to shed a hair.

Increase the speed of operation by eliminating the
"going over" process and retouching.

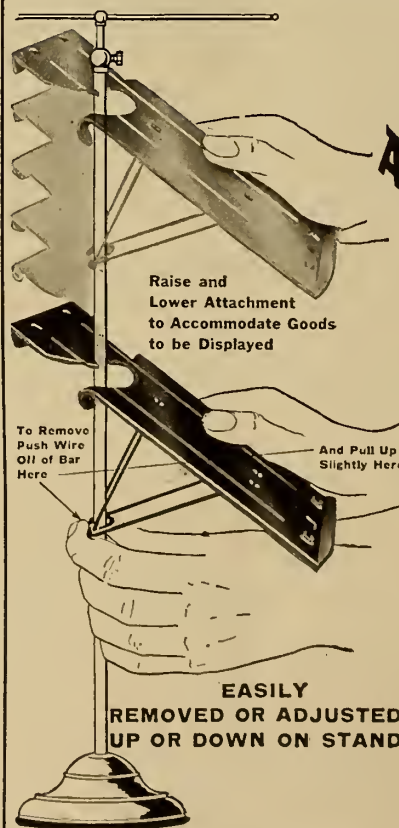
Send for our new Catalog No. 5 of
"Perfect Stroke" Brushes and Supplies

Complete Line of "Perfect Stroke"
Brushes and Supplies on Display at
Doty & Scrimgeour Sales Co., Inc.,
80 Reade St., New York City.

BERT L. DAILY

Advertisers Bldg.

Dayton, Ohio



The LEON PATENTED ATTACHMENT

Pat. U. S. & Canada.

Raise and
Lower Attachment
to Accommodate Goods
to be Displayed

To Remove
Push Wire
Off of Bar
Here

And Pull Up
Slightly Here

EASILY
REMOVED OR ADJUSTED
UP OR DOWN ON STAND

Multiplies the
Uses of Your
Display Fix-
tures One Thou-
sand Times.

Get Our New Descriptive Booklet

Contains many
illustrations of
the Leon At-
tachments as
they may be
used in connec-
tion with your
display fixtures.

Send for It
To-day

MORRIS LEON MFG. CO. 7119 No. Clark St.
CHICAGO, ILL.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



Wax
Figures

Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Refined Decorations

If you use "Nature's Rival" floral decorations in your fall and holiday displays you will be more than pleased with the results.

Experienced display men prefer our goods because they have a dainty beauty and refinement that is distinctly their own, while their cost is always reasonable.

If interested, our representative will call upon you—or we will send samples. Write us.

E. C. DIETZ

Successor to Wm. Buhrig Co.

Established 1899

219 E. 34th St.

New York City

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The *Goodform* name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

Plan Your Summer Trim Early

Send for Our New Line of Novelty Papers, Sheets and Rolls, Flowers, Borders, Pedestals, Etc.

SPECIAL ITEMS
FOR DECORATION DAY

DOTY & SCRIMGEOUR SALES CO., INC.

30 Reade St.
New York, N. Y.

PRICE TICKET OUTFIT No. 2.

For Shoe, Millinery, Hat, Clothing, Tailoring, Jewelry, Drug Stores or Any Line of Business.

Complete! Ready for Use! Write Now

No Strings To This Offer

You Can Get Your Entire \$29.50 Back In 5 Days If You Are Not Satisfied

The Outfit will last a Lifetime and Earn its Cost "The First Month" in Any Store. It Letters Tickets better and faster than Any Cardwriter. Duplicates Hand Lettering. A Boy or Girl Can Do It.....

Send For Samples and Descriptive Matter

HAND-STYLE TYPE CO.

PITTSBURGH, PA.

\$ **29.50**



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.
519-521 N. Halsted St. CHICAGO, ILL.

HOW TO RUN A STORE SALE!



A book based on years of experience, gained by the author in his association with live wire retail stores—FACTS, NOT THEORIES.

The Book Proves That Every Store Sale Should Be a Success

Learn how to run a store sale properly, from arranging the details and enthusing the employees, to how to write the big "ad" so that it will pull the business. A book that will give you the knowledge you want.

DON'T GIVE PROFITS AWAY

Don't use up your energy—get on the right track and every sale you hold will be a success. Some advertisers write us like this: "Worth its weight in gold," "Glad I bought it," "Every merchant and advertising man should have a copy." Printed on eggshell paper in clear, readable type, illustrated, and has two-color cloth and board cover. Send prepaid for \$1.50.

Send Us Your Order Now

ADDRESS

The Merchants Record Co.
431 S. Dearborn St., Chicago, Ill.

**Price
\$1.50**



Imitation

Wood Grain Papers
For Show Window
Backgrounds.

Cover Design of This Issue

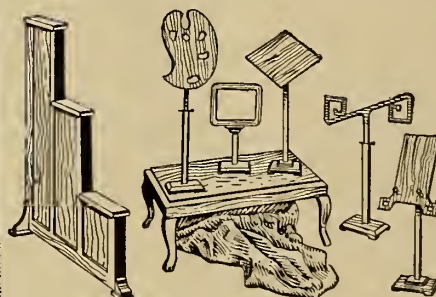
of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

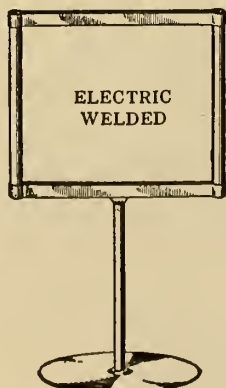
MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

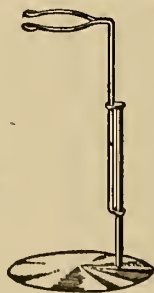
Many Sales Are Made on the Sidewalk
Catalog on Request

The Oscar Onken Co., 3742 West Fourth Street, Cincinnati, O., U.S.A.



No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.



NA-DE-CO

Valances, Panels and Drape Shades
The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard
Write for Catalogue and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers
Valances, Panels and Drape Shades, Plushes
Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.

I saw it in the June "Merchants Record"—Page 62

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Window Trimmer and Card Writer. Please send references and salary expected. Address R. F. Herndon & Co., Springfield, Ill.

WANTED—Card Writer, Window Trimmer and Advertising man. Right salary to competent man. Send references with application. Address Rubenstein Bros., Shreveport, La.

WANTED—A No. 1 Window Trimmer, Card Writer and Advertising man, who can also sell merchandise. State full particulars in first letter—age, experience, reference and salary wanted. Address H. Arky, Dept. Store, Box 237, Cushing, Okla.

WANTED—Window Trimmer for clothing store—must fairly understand art of displaying ready-made overcoats and suits with two pairs of pants. Best proposition with good salary to one who is reliable and steady. Write or apply in person to Silver Bros., 76 W. Madison St., Chicago, Ill.

AT LAST! "WINDOW SHOES" FOR DISPLAY MEN—Save the merchandise. Keep your window floors spotlessly clean. Efficiency demands them. Strongly made, soft, durable, slips over shoe. Order by shoe size. 75c a pair, 3 pair for \$2.00. Per dozen pairs \$7.00, money, thrift or postage stamps. Address Roy H. Heimbach, 1007 Monroe Ave., Scranton, Pa.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED—Window Trimmer and Card Writer at once. Ambitious young man who has had some experience in displaying department store merchandise. Must be absolutely honest and reliable. Furnish reference, character and ability first letter. Salary \$85.00 per calendar month. Guaranteed increase in 6 months if work is satisfactory. Merchandise own use fifteen per cent discount. Address Yellowstone Mercantile Co., Sidney, Mont.

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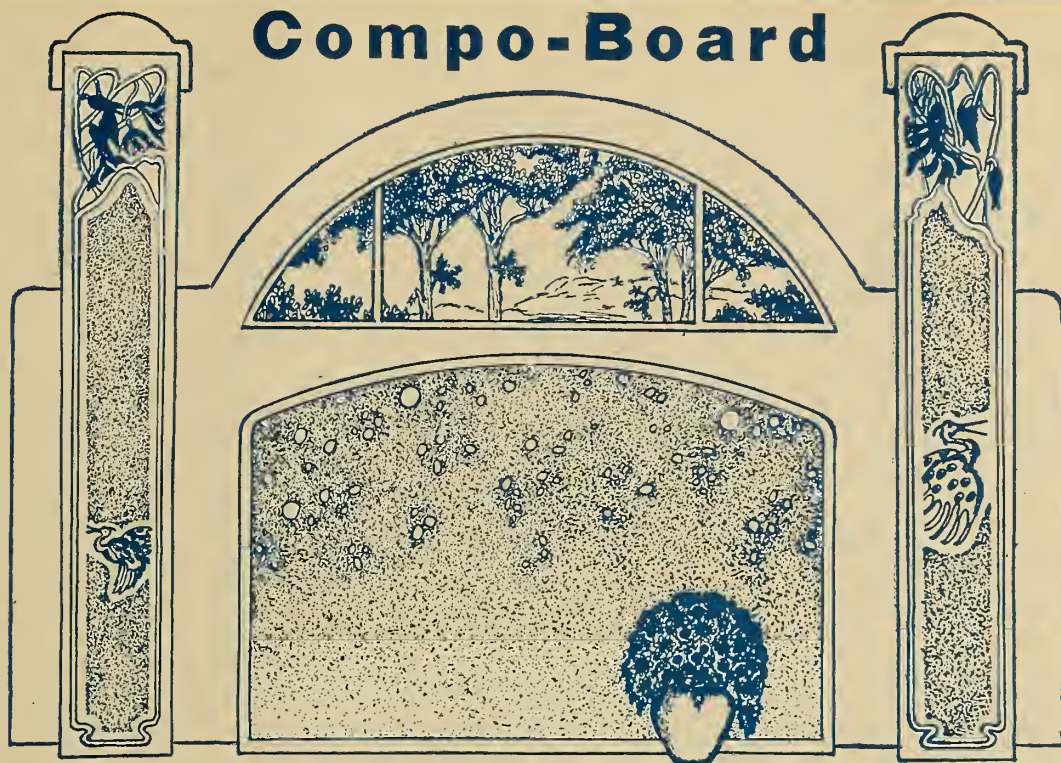
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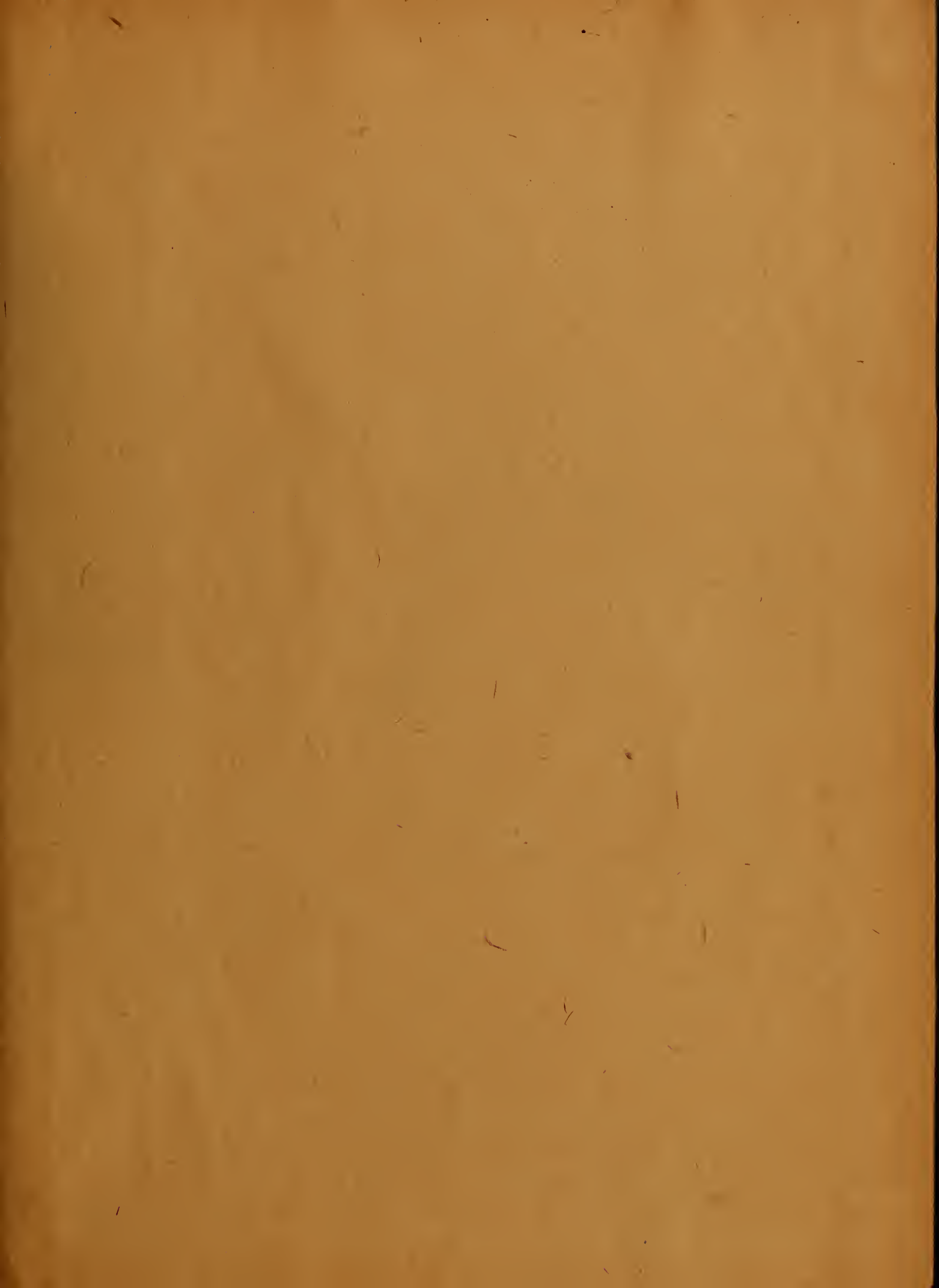
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